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OCTOBER, 1958

THE PRACTICAL "HOW-TO" MAGAZINE FOR THE TRAFFIC, DISTRIBUTION, AND PACKAGING EXECUTIVE

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St. Lawrence Seaway Issue

- A traffic view of Seaway shipping
- Seaway Port report
- Packaging your Seaway shipment



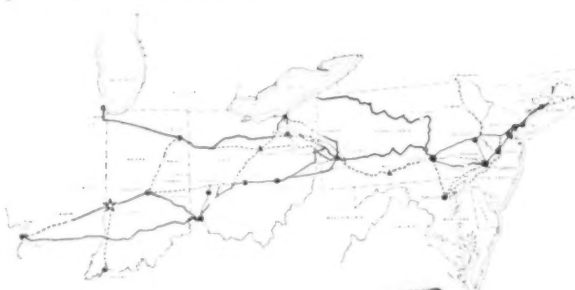
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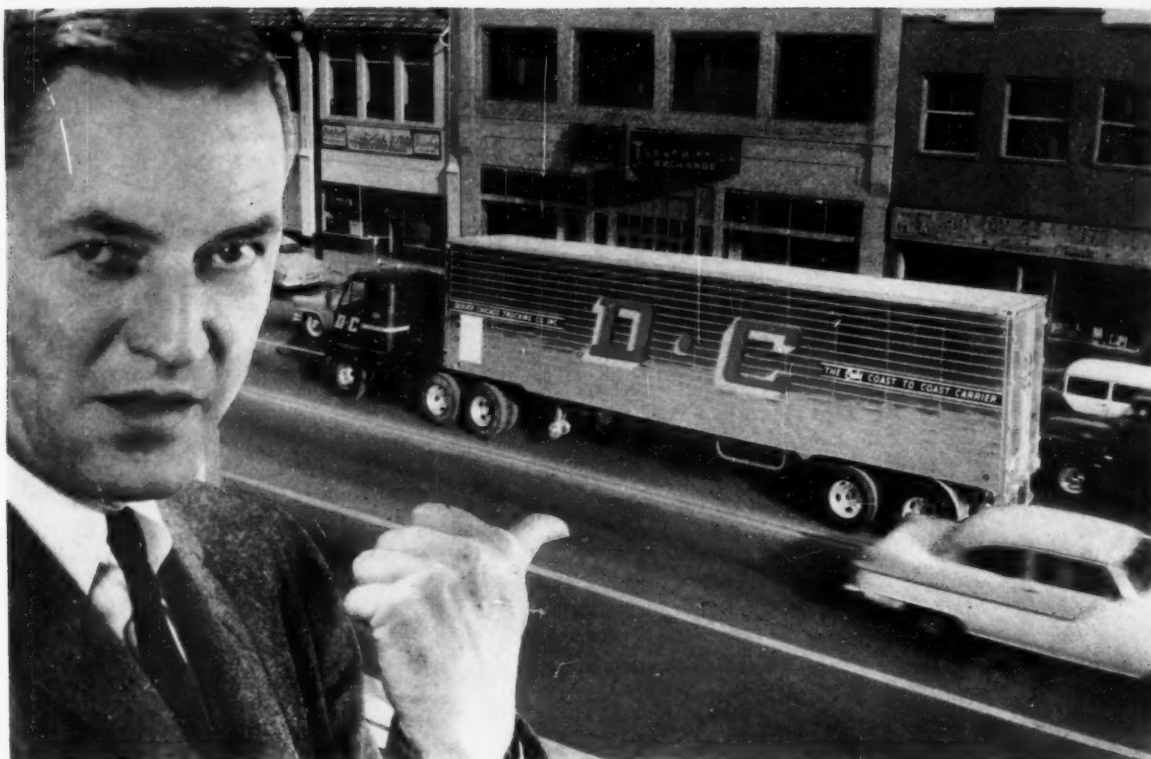
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IN THIS ISSUE....

A traffic view of Seaway shipping

How much will shipments via the St. Lawrence cost? How long will they take? Will water carrier service, available or projected, be equal to the job? Up-to-the-minute, here are the answers to these and other vital questions regarding Seaway transportation and its meaning to you.

Inland waterways-Seaway: An all-water shipping route

Closer links between waterways operators and St. Lawrence carriers are in prospect. The possibilities: Unlimited.

Key causes of marine cargo damage—A Lloyd's analysis

Foreign port report

Transport and handling conditions existing at the overseas ports through which your exports will pass are listed in detail in this exclusive SM-NHS maritime study.

How Seaway freight will be handled

Package freighters, lift-on, lift-off vessels, and modern port facilities will provide shippers with safe, inexpensive, high-paced handling on the Seaway-Great Lakes route.

Packaging your Seaway shipment

The problem: Protecting sea-going goods against moisture, careless handling, and pilferage. The solution: Packaging "know-how," plus a clear idea of the variety of marine shipping containers currently available to consignors.

Motor carriers blueprint expanded Seaway service

New equipment, routes, and schedules will rush cargo to and from the Seaway. This is what carriers are planning.

PROBLEM CLINIC—Seaway-Great Lakes port report

What you should know about ocean B/Ls

Careful processing of ocean bills of lading is your passport to effective, speedy Seaway shipments.

Four steps to safer closures

Beat marine damage and pilferage. The formula: An understanding of gummed tape and its application.

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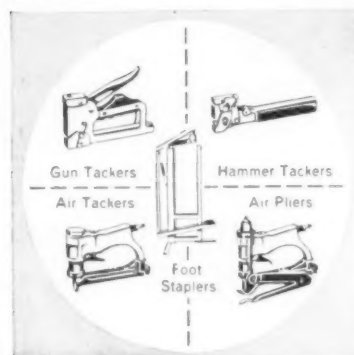


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Office of Publisher
549 West Randolph St.
Chicago 6, Ill.

HARVEY BERMAN, Editor
JANICE HOPKINS, Asst. Editor
R. J. LORTZ, Art Dir.

FRED FEDER, General Mgr.
E. B. MEYER, Production Mgr.

Advertising and Editorial Offices:
425 Fourth Avenue
New York 16, N.Y.
Murray Hill 3-6280

SYLVAN HOFFMAN, Chairman
ROBERT M. HOFFMAN, President
STANLEY KERMISH, Exec. Vice Pres.

HARRY HEARST, Vice Pres.,
Western Mgr.
549 W. Randolph St., Chicago, Ill.
CE. 6-5164

California: J. O. Hodges
479 S. Holt Ave., Los Angeles 48,
Calif. BRadshaw 2-3935

Cleveland: Ted Preyss, Jr.
30062 Dorothy Drive, Wickliffe, Ohio,
Tel. WHitney 3-2400.

Southeast: Joe H. Howell
40 Peachtree Pl., N. W., Atlanta 9,
Ga., TRinity 2-2235; Miami, Florida
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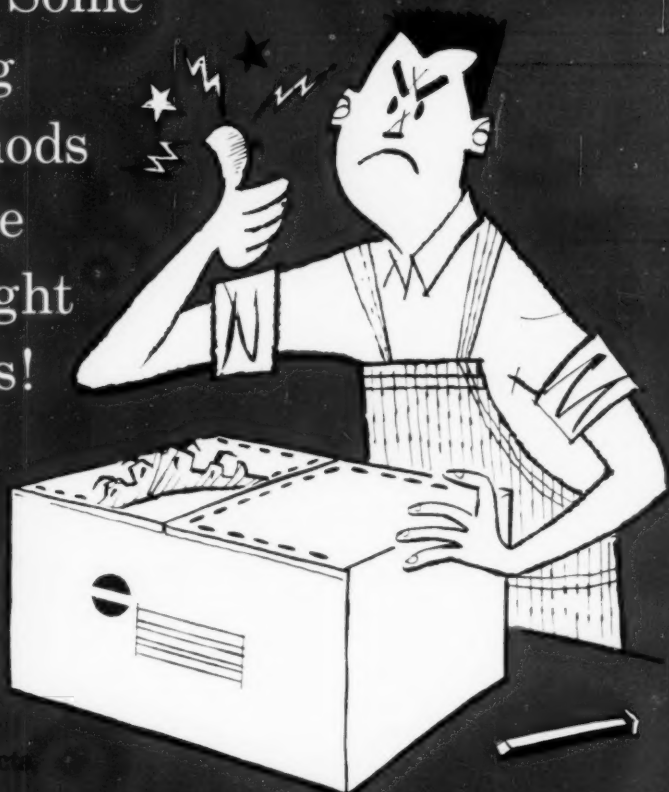
BUSINESS PUBLICATIONS AUDIT
OF CIRCULATION, INC.

Published each month except July semi-monthly by SHIPPING MANAGEMENT, Inc., 425 Fourth Ave., New York 16, N. Y. MU. 3-6280-1. Subscription price \$10.00 per year in U. S., its possessions and Canada. All other countries \$15.00 per year. Published in U. S. A. Copyright 1958 by Shipping Management, Inc. Not responsible for safety of manuscripts or pictures. Application for acceptance as Controlled Circulation Publication at Pontiac, Illinois pending.

Shipping Management — National Hi-Way Shipper

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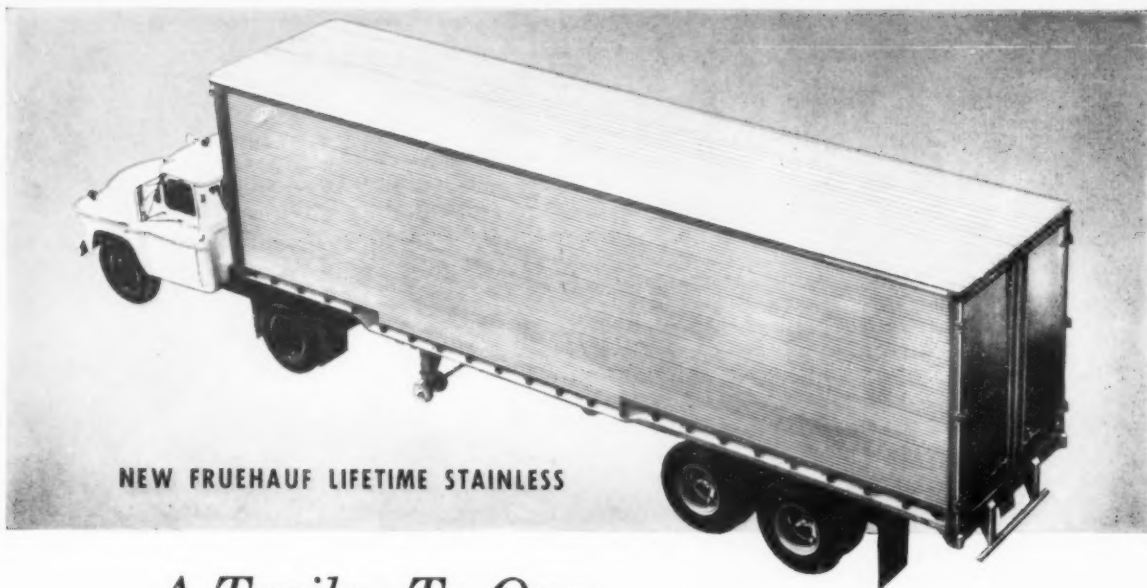
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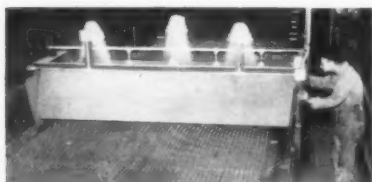


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Our "fourth seacoast": *a traffic view of Seaway shipping*

With the opening of the St. Lawrence Seaway next April, a "fourth seacoast" will become available to the distribution executive. Established transport patterns will be altered, fresh opportunities for low cost shipping will present themselves, and a wide variety of advanced distribution procedures will be adapted by industry—especially in those areas of the nation in a position to benefit most from the waterway.

Preparing adequately for Seaway shipping, handling, and packaging will take time. For this reason, even though the opening of the St. Lawrence route is still six months away, Shipping Management—National Hi-Way Shipper this month is devoted to the Seaway and its impact on distribution.

It is our hope that the vital data contained in this issue will answer your key questions concerning the "how, what, and why" of the waterway and will prove of extreme value in helping you plan your approach, thoroughly and well in advance, to shipping via the St. Lawrence Seaway.

Howard Freas, chairman, ICC: "... An ever-increasing

What will the official opening of the St. Lawrence Seaway next April mean to the distribution executive? In dollars and cents, transit time, and shipping efficiency, how will the billion-dollar waterway affect industry and long-established, well-developed traffic and transportation patterns?

Reports Howard Freas, Chairman of the Interstate Commerce Commission: "As the St. Lawrence Seaway goes into full operation, it may be expected that an ever-increasing amount of cargo will move from and to the major Great Lakes ports . . . As a result, there will be substantial changes in present traffic patterns.

"Adjustments in our transportation plant and rate structure will no doubt become necessary. In some areas there may be an abundance of services and facilities. But in others, the transport industry will have to expand to accommodate an increased flow of traffic. Rate patterns, as a consequence, will inevitably be affected."

Uppermost in the minds of cost-conscious traffic executives planning to export via the St. Lawrence is just

how much they will save on their freight bills by using the waterway.

An intensive survey, conducted by the Cleveland Electric Illumination Company, indicates that Seaway shippers may count on registering important—and in some instances, huge—reductions in their transportation costs.

"You can save 15 to 25 percent of your overseas freight charges right now, by shipping through the Port of Cleveland to all world ports," the study points out. "And when the Seaway opens, savings on overseas freight costs will average from 25 to 50 percent."

costs from Cleveland

Using Cleveland as a "base" point, the survey goes on to compare current freight expenditures for goods moving from the Midwest, through Eastern ports, to Europe, with anticipated Seaway expenses. The results? On the shipment of construction machinery to the Netherlands, Seaway savings of up to 23 percent; auto tires to Norway, 20.5 percent; cars and trucks to Belgium, 15.7 percent; tobacco to Denmark, 30.2 percent; and agricultural implements to West Germany, 23.5 percent.

Meanwhile, according to the Great Lakes Commission, which also has just completed an analysis of Seaway

transport charges, the economies effected by firms moving their exports via the St. Lawrence should be even greater than those listed by the Cleveland utility's survey.

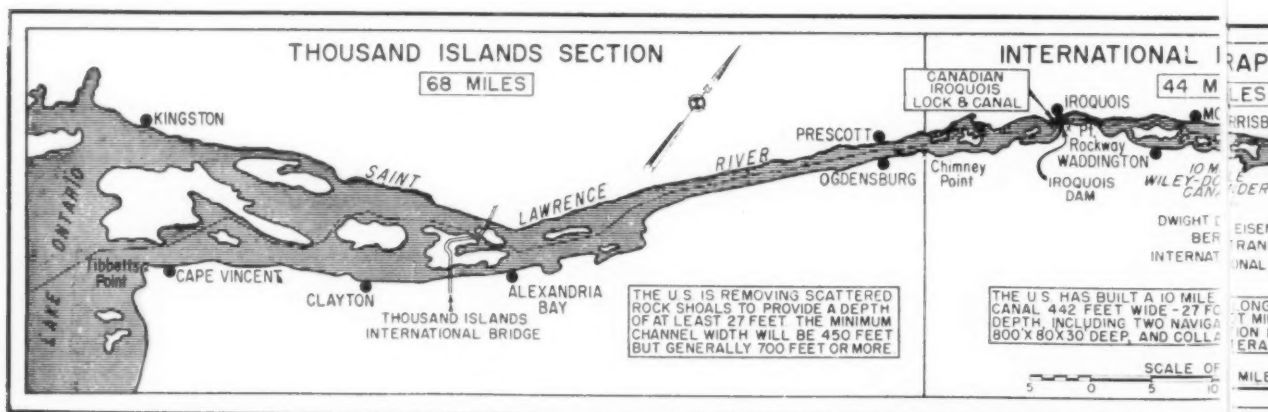
"It is difficult, at this time, to say for sure just how much it will cost to ship a specific commodity from a Great Lakes port to Europe," the Commission frankly admits. "Only with the opening of the Seaway and the expected upsurge in marine activity, can the effect of the Seaway on shipping costs be accurately determined.

"Nevertheless, preliminary analysis has indicated, beyond a doubt, that sweeping economies in shipping expenditures will be achieved by Seaway users and that as the St. Lawrence progresses these economies will grow more and more pronounced."

Conjecture as to how much it will cost to ship via the Seaway, however, is not all "educated" guesswork. While in the past Great Lakes maritime service has been strictly limited to small vessels—carrying loads far below capacity—the experience of shippers has already underscored the transport economies possible in shipping via the Seaway.

The Port of Milwaukee points out that a variety of commodities, moving through its harbor, have been shipped direct to Europe for years at rates ranging from \$5 to \$10 less per ton than through East Coast ports.

Creating a deep sea channel to the industrial "heart" of the continent, the Seaway will provide shippers with low-cost, all-water transport.



amount of cargo from Great Lakes Ports"

Cited by the Port of Milwaukee as a prime example of the low-cost transportation afforded by the Seaway is the recent shipment of a small cement mill made by the Allis Chalmers Corporation to a customer in Spain. Savings attained by taking the Great Lakes-St. Lawrence route: well over \$30,000.

Another facet of Seaway transportation about which distribution executives are concerned is whether the maritime service available on the Great Lakes will be equal to the expected increase in freight moving via the St. Lawrence.

The answer, according to an up-to-the-minute survey conducted by Shipping Management-National Highway Shipper, is that the number of water carriers now hauling or planning to haul freight along the Seaway is mounting steadily. At the same time, facilities to accommodate them are being built at a breathless pace.

Thus far, the following shipping lines are offering or are preparing to offer scheduled service on the Great Lakes-Europe, Great Lakes-Mediterranean, and Great Lakes-Caribbean routes: Saguenay Shipping Limited (Canada); Haering Line (Denmark); Finnish-North America Line (Finland); Fabre Line, French Line (France); Bristol City Line, Canadian Pacific, Cunard Line, Donaldson Line, Eller-

man Line, Furness Great Lakes Line, Head Line (Britain).

Also Liverpool Liners, London Liners Limited, Manchester Liners Limited, Montship-Capo Great Lakes Service (Britain); Ahlmann Transcaribbean Line, Ahrenkiel & Bene, A. Kirsten, Hamburg American Line, Hamburg Chicago Line, Michigan Ocean Line, North German Lloyd, Poseidon Lines, and Sartori & Berger (Germany).

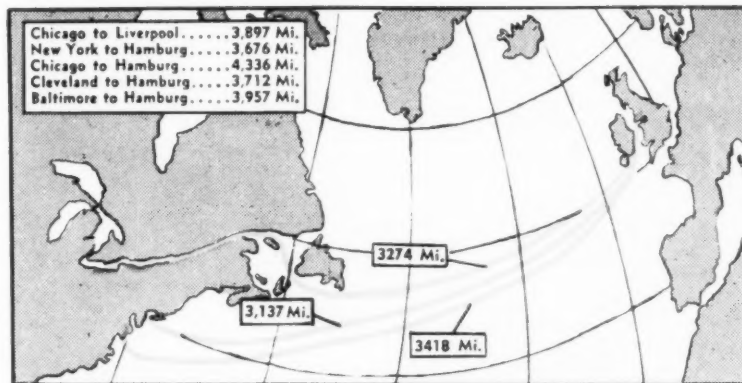
Rounding out the list are: Zim Israel-America (Israel); Oranje Line, Niagara Line (Netherlands); Fjell Line (Norway); Swedish American Line, Swedish Chicago Line (Sweden).

In addition, as the U. S. Maritime Administration explains in its recently published "Engineering Study of the Effects of the Opening of The

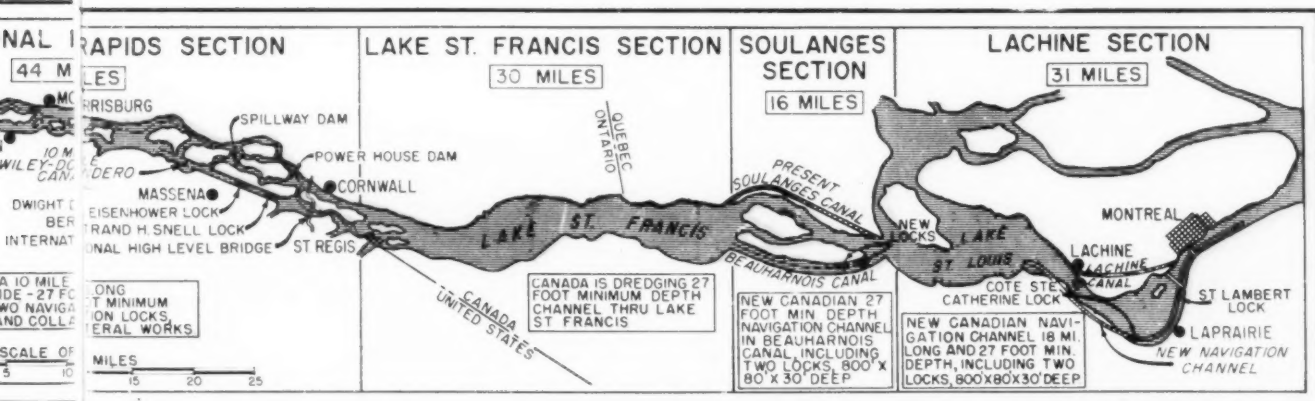
St. Lawrence Seaway on the Shipping Industry": "Dry bulk cargo vessels and general cargo vessels will be supplemented by passenger vessels, seatrains, tankers, specialized vessels such as crane ships, self-unloaders, automobile carriers, trailer-ships, and so on.

"... Incorporation in new ships of larger cubic capacities, cargo cranes, and hydraulic hatch covers is indicated as important for efficient and economical operation."

With regard to transit time, the future of Seaway shipments is unclear. Estimates of how long it will take to haul freight from the Great Lakes to Europe and other overseas points, via the Seaway, vary widely. All have one thing in common, though. At the moment—and this is one of



DISTANCE TO EUROPE FROM EAST COAST AND FROM GREAT LAKES PORTS.



"The Seaway will bring changes in traffic patterns . . . adjustment in rate structure."

the Seaway's drawbacks—St. Lawrence cargo will travel at a rather slow pace. The present running time of a freighter moving between Lake Ontario and Montreal is one and one-half days. Running time from Chicago to the St. Lawrence is about four and one-half days. And running time from Lake Erie to Europe is estimated at around 12 days.

This situation is bound to improve, however, as Seaway locks, channels, and port facilities are improved. New handling, loading, and unloading techniques now being blueprinted by carriers will also slash Seaway running time significantly in the years ahead.

With the Seaway moving into high gear, how do major Midwestern export shippers feel about its potential? Polling its membership, the Chicago Association of Commerce finds that more than 82 percent of those queried expect to increase their use of

Great Lakes port facilities. Cited are low costs, the possibility of lowered handling damage, and the current boom in the development of modern Great Lakes port facilities as major reasons in favor of using the Seaway.

In connection with an application filed with the Federal Maritime Board for an operating subsidy covering a Great Lakes-Caribbean run, the Grace Line also conducted an extensive survey of shippers and found that even prior to the completion of the Seaway, 31 of 124 exporters to Latin America are using Great Lakes carriers.

These shippers listed their reasons for exporting via the Great Lakes, rather than through East or Gulf Coast ports, in this order:

1. "Rate is lowest this way. It beats inland rail to New York and steamer to South America by close to 10 percent, in some cases."
2. "Our plant is located very

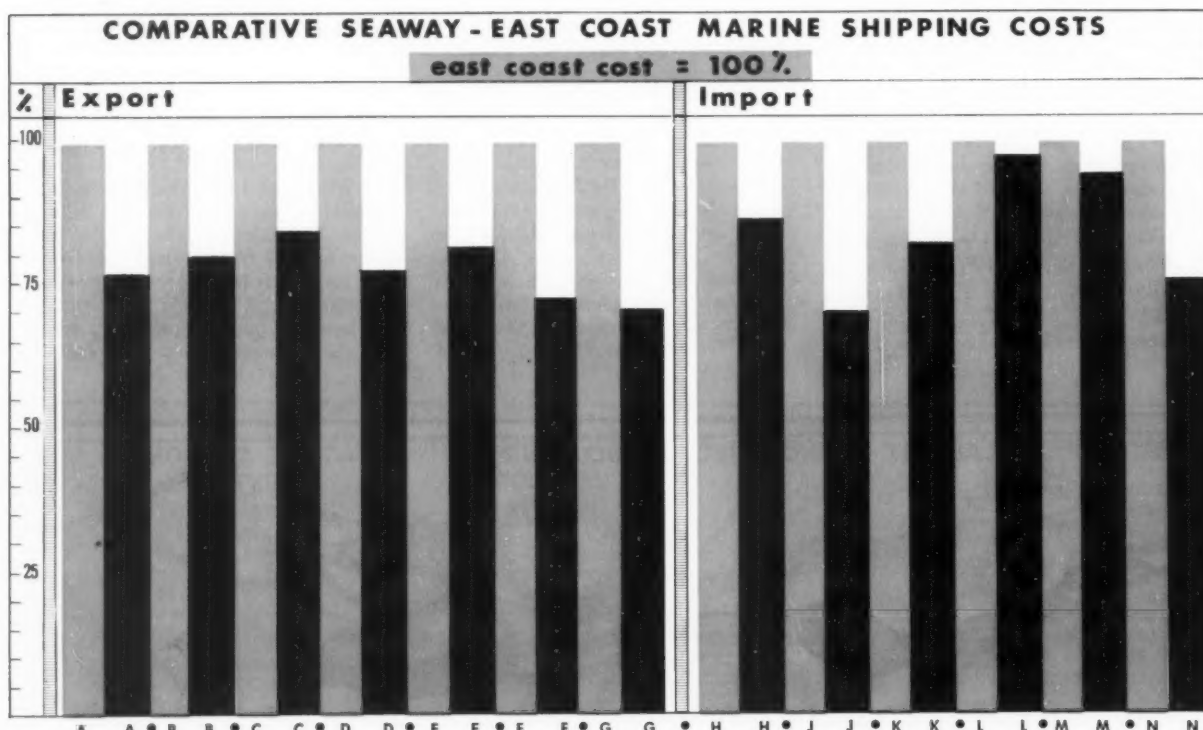
close to Great Lakes port facilities. Thus, by using the Lakes, we attain savings in handling charges."

3. "Our consignees, for reasons of their own, prefer shipments to travel the Great Lakes route."

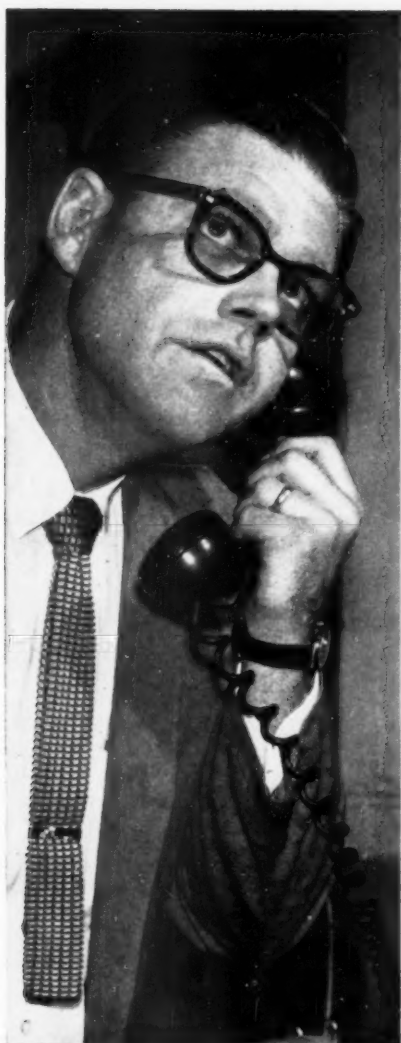
Among the 93 exporters not using the Great Lakes when the survey was made, poor and irregular service, inadequate port facilities, the need for faster transportation, and a dearth of export freight forwarders in the Midwest ranked highest as reasons for shipping via the East Coast or Gulf of Mexico. The vast majority agreed, however, that with improved and regularly scheduled service, plus improvements in Lakes facilities, they would be more favorably disposed to utilizing the Seaway on an extensive scale.

Some of the key steps being taken by Seaway ports and carriers—as well as steps that may be taken by the distribution executive himself—are detailed in subsequent pages of this issue.

They serve to underscore the fact that coordinated land-sea transport and the facilities potential Seaway shippers want will be available when the waterway is officially opened next spring, and that a new era in distribution is around the corner.



Export: AA—Construction machinery to Rotterdam; BB—Automobile tires to Oslo; CC—Autos, trucks, busses to Antwerp; DD—Agricultural tools to Bremen; EE—Glass bottles to Liverpool; FF—Linseed meal feed cake to Genoa; GG—Smoking tobacco to Copenhagen. Import: HH—Rope from Le Havre; JJ—Machinery from Bremen; KK—Canned goods from Liverpool; LL—Peat moss from Genoa; MM—Clays from London; NN—Distilled spirits from Glasgow.



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LINE OF THE ROCKETS





New right arm of rail and rubber for Shippers!



→ B&O trailer-on-flat-car freight service "arms" your distribution plans with dependable flexibility. TOFCEE trailers pick up your freight load *where it is*. Trailers ride on fast freights that maintain all-weather schedules on hauls up to a thousand miles and more. TOFCEE loads ride right off cars and roll to consignee's plant or warehouse.

Worry is minimized through prompt notification of shipper and receiver when any schedule is interrupted. Try this new right arm to reach your customers! *Ask our man!*



BALTIMORE & OHIO RAILROAD

Constantly doing things—better!

CHECK NO. 25 ON HELP-O-GRAM CARD

14

... traffic news ...

Paul D. Seghers, tax law authority, elected chairman of the International Section of the New York Board of Trade. . . . Fred E. Tucker, Jr., board chairman of East Texas Motor Freight, Dallas, announced a \$5,000,000 expansion and fleet modernization program which will include a



F. E. Tucker, Jr.

new Dallas terminal and purchase of 175 White "King-of-the-Highway" tractors with Cummins NH-180 diesel engines, as well as 200 Fruehauf, Strick and Trailmobile trailers.

The Gummed Products Co. announced the retirement of Clay D. Geisinger, manager of the Chicago sales division. Appointments at the division: Richard B. Rooney to manager, gummed sealing tape and box tape sales; John Coyner to manager, foil laminated and gummed printing tape sales. . . . W. M. Weaver joins



W. M. Weaver

Pacific Intermountain Express as sales rep, New York City office.

BOAC's board, in agreement with British West Indian Airways, named

(Continued on page 58)

Shipping Management — National Hi-Way Shipper

INTIMATE

notes

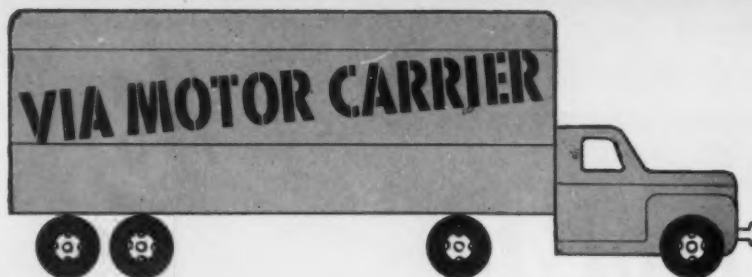
...OF EMINENT PEOPLE

BY CURTIS C. STEWART

An item of interest to EVERYONE—motor trucks travel 18% of the total mileage on *all* highways; they are *only* 16% of all vehicles that travel our highways—yet, they pay 33% of *all* State Highway Taxes. Think that one over! . . . Alaska has become the 49th State, and now the EYEESEESEE has established field offices there for motor carriers . . . **McGILL (JOHN P.)** appointed acting secretary CUSTOMER RELATIONS COUNCIL . . . **FOLLYN (JAMES)** assumes duties terminal mgr. MID-CONTINENT FREIGHT LINES Hdq. Cincinnati . . . **SHARPE (R. Y.)** PILOT FREIGHT CARRIER prexy jaunts to West Coast to welcome arrival of grandson who weighed in at 7.9 lbs. . . . **RUTH (STANLEY)** has been appointed sales mgr. national accounts JOHNSON FREIGHT LINES hdq. Nashville . . . **McMANUS (JOHN G.)** joins national fleet sales staff TRAILMOBILE hdq. New York City . . . **FAYLE (WM. L.)** appointed Director of Transportation BURLINGTON INDUSTRIES hdq. Burlington, North Carolina . . . **FOSTER (ROBT.)** joins sales staff EASTERN EXPRESS hdq. Bridgeport . . . **HOFFMAN (JOSEPH V.)** appointed assistant General Manager MIDDLE ATLANTIC CONFERENCE hdq. Washington . . . **ABERNATHY (CARL M.)** appointed Traffic Mgr. KEYSTONE STEEL AND WIRE CO. Hdq. Peoria . . . **SCHNEEBERGER (SIG)** appointed Terminal Mgr. BRANCH MOTOR EXPRESS Hdq. Philadelphia . . . **LATTIMER (CURTIS C.)** elevated to Vice Presidency OVERMEYER WAREHOUSE CO. Hdq. Toledo . . . **JACOBY (THEODORE F.)** appointed Terminal Mgr. PYRAMID MOTOR FREIGHT Hdq. Seaucus . . . **SULLIVAN (ROBT. D.)** appointed District Sales Mgr. INTER-STATE MOTOR FREIGHT

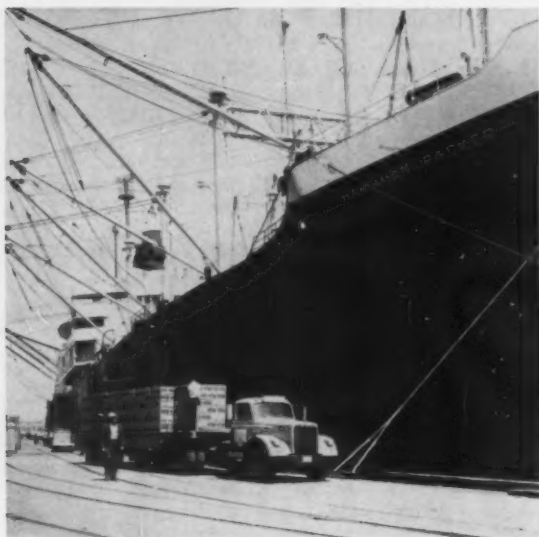
SYSTEM Hdq. Buffalo . . . **WAGNER (PAUL V.)** appointed branch mgr. MACK TRUCKS Hdq. New York City . . . **REDFIELD (FRANK C.)** elected Vice President ROBERTSON TRANSPORT CO. Hdq. Houston . . . **RICE (B. F.)** appointed Operations Mgr. steel and heavy hauling division YELLOW TRANSIT CO. Hdq. Dearborn Michigan . . . **SAYWARD (PARKMAN)** P.I.E. Vice President returns from two weeks looksee in British Columbia . . . **MILLER (GEORGE C.)** T.I. M.E. Sales Exec. Hdq. Lubbock is always on time. **STEELE (JOHN N.)** SUPER SERVICE sales exec. is quick to tell you that SUPER SERVICE really means EXTRA service. For your further information, **STEELE** is also a bibliomaniac . . . "MARK IT FOR KEEPS" and to do this use a MARSH stencil . . . see elsewhere this publication . . . now a note of importance to the Industrial Traffic Mgr. and Shipping Exec. for distribution in Michigan, look in on ASSOCIATED TRUCK LINES, hdq. Grand Rapids . . . and also of interest WILSON TRUCK CO. hdq. Nashville makes the Chicago-Nashville run non-stop . . . and for a relay shipment it's COOPER JARRETT, INC. Kansas City, Chicago, thence East Coast . . . **CLARK (MARVIN R.)** appointed Terminal Mgr. WHITFIELD TRANSPORTATION CO. hdq. El Paso . . . **BLANKENSHIP (JAMES)** joins sales staff HUBER & HUBER hdq. Atlanta . . . **COOK (J. M.)** elevated to Presidency DAKOTA TRANSFER & STORAGE hdq. Minneapolis . . . **HERRICK (RAY W.)** appointed General Traffic Mgr. WESTERN ELECTRIC CO. hdq. Chicago . . . An item of interest VAN LINES hdq. Fort Wayne have been approved as a bonded carrier by the U. S. Treasury Dept. . . .

WEAVER (W. M.) joins East Coast sales staff P.I.E. hdq. New York . . . **BAYER (PALMER)** elevated to Vice Presidency RAIL-TRAILER CO. hdq. Chicago . . . **Pa DELFORD (FRANK M.)** named executive V. P. RAYMOND MOTOR TRANSPORTATION hdq. Minneapolis . . . **EYLER (HARRY)** TRAILMOBILE V.P. also President TRUCK-TRAILER MANUFACTURERS ASSN. looks into the future and sees a definite upward surge in our economy and a general increase in business . . . **FULLER (BASIL)** elevated to position of Terminal Mgr. SPECTOR FREIGHT SYSTEM hdq. Cleveland . . . **KINNEY (BURTON C.)** appointed General Traffic Mgr. Terminal Transport hdq. Atlanta . . . **BALCOM (RAY D.)** appointed General Traffic Mgr. REDSTAR TRANSIT CO. hdq. Detroit . . . **NOWICKI (STANLEY I.)** appointed Sales Administrator BRANCH MOTOR EXPRESS hdq. New York . . . **BOLZAK (JOSEPH)** appointed Traffic Mgr. A. C. HORN CO. hdq. Long Island City . . . Of interest to those shippers having freight consigned to the desert area Southern California, look in on VICTORVILLE-BARSTOW TRUCK LINES hdq. Los Angeles . . . **CUSHMAN (BARNEY)** well known Midwest Motor Carrier Exec is an expert on the golf course . . . Ditto WERNER-KENNELLY CO. hdq. Chicago . . . **LACHMUND (ROBT. H.)** elevated to General Sales Mgr. HIGHWAY TRAILER CO. hdq. Edgerton, Wisc. . . . **MORGAN (MELVIN W.)** assumes duties Director Field Services CENTRAL MOTOR FREIGHT ASSN. hdq. Chicago. Something to think about and then act on "DON'T BE ½ SURE BE POSITIVE! CALL A COMMON CARRIER ON YOUR TRANSPORTATION PROBLEMS.



Coordinated land-sea freight service is the order of the day at Encinal Terminals, Inc., of Alameda, California, the largest privately owned steamer terminal organization on the West Coast.

Here, in a typical shipside operation at one of the company's deep-water berths, a new International 35-foot flat-bed trailer is taking aboard cargo newly arrived from Hawaii.



Operator of an array of highly-mechanized berths on San Francisco Bay—including a variety of marine storage and public warehousing facilities—Encinal is utilizing its truck fleet to support land-sea operations at eight Alameda berths; two directly across the harbor at Oakland; and a four-berth Outer Oakland Harbor unit.

Functions of the truck fleet, which handles inbound and outbound freight moving on ships serving every commercial port in the world, also include the movement of cargo between docks and local points.

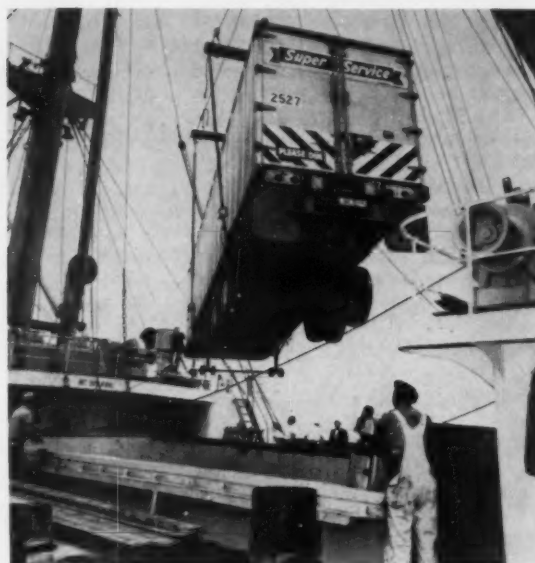
Moving to expand its over-the-road service, the Interstate Motor Freight System has added 40 up-to-the minute trailers to its force. Operating between the Atlantic Seaboard and Mississippi, Interstate's fleet is comprised of some 1700 vehicles . . . In a spectacular TV salute, seen by some 40,000,000 "Disneyland" viewers, the Reynolds Metals Company recently tipped

its hat to America's motor freight industry.

Packaging a top-secret nuclear exhibit for transport to Geneva, Switzerland, and the recent "Atoms For Peace" conference called for plenty of imagination and "know-how." Neither was found lacking, however, when AEC traffic experts—working closely with the Super Service Motor Freight Company—developed a novel "Package On Wheels" designed to bridge the Atlantic.

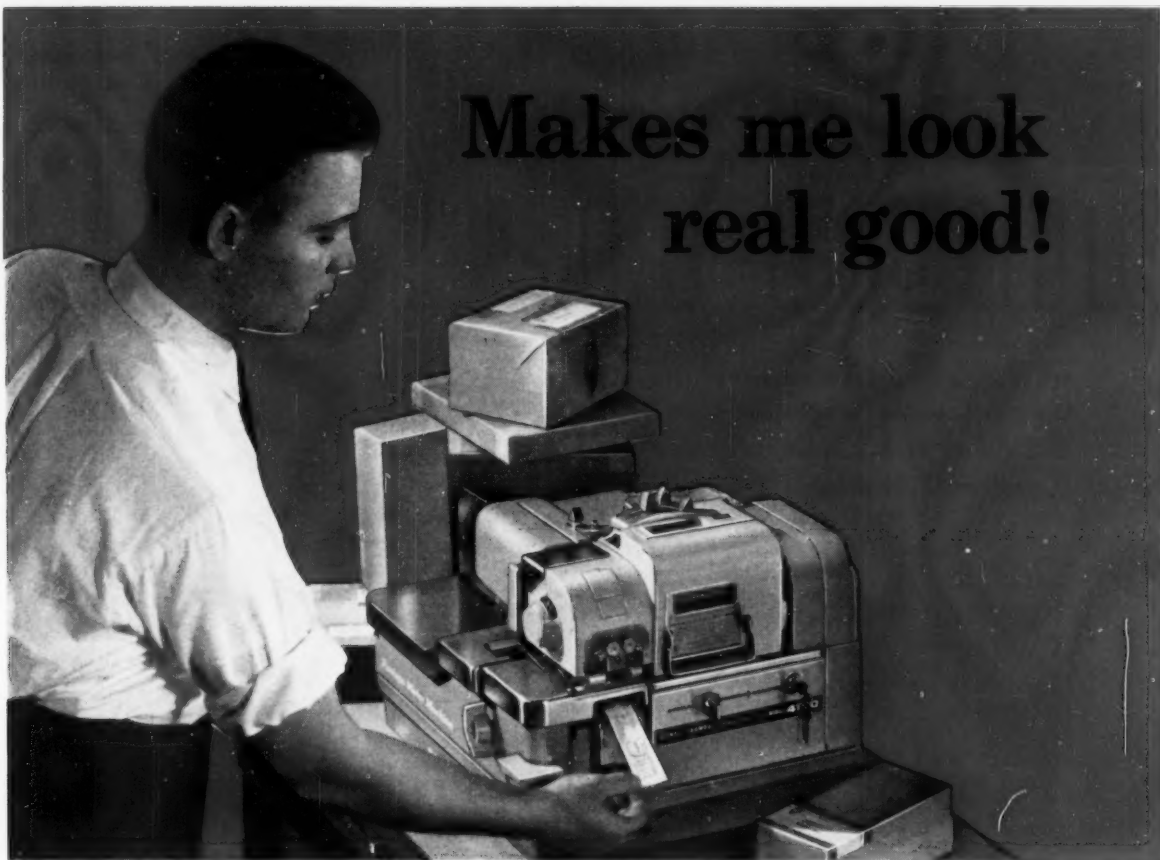
Here's how the shipment was made: Packed into six Super Service trailers at Oak Ridge, Tennessee, the nuclear components were checked and secured by AEC officials and then hauled 800 miles to a pier in Brooklyn.

There, in a highly successful "fishyback" operation, the vehicles were lifted aboard ships of the Black Diamond Steamship Company and hauled across the Atlantic. At Antwerp, Belgium, they were unloaded and sent on their way.



Complications arose, though, when it was discovered that the European roads leading from Belgium to Switzerland were neither wide enough nor adequately paved to handle the 35-foot-trailers.

Result: The eight-wheel vehicles were reloaded aboard barges, towed up the Rhine to Basel, unloaded again, and moved under their own power to Geneva.



Makes me look
real good!

"For six months I got the raised eyebrow treatment when I insisted we needed a postage meter in this outfit.

"We finally got one. Ever since, our parcel post is out of here and into the post office by 4:50 p.m. Nothing left over for tomorrow. No overtime . . . The meter makes me look real good around here. And at home, too—haven't been late for dinner once!"

Handling loose stamps, picking the denominations to add up to the postage needed for every package, licking and sticking stamps—is tedious, time-taking and costly. A postage meter can cut your mailing time as much as 50%.

With the meter, you print postage as you need it, the exact amounts needed. You always have the right stamp on hand.

Postage is provided on special gummed tape, delivered wet or dry, as desired. You don't have money tied up in an inventory of loose adhesive stamps; the postoffice sets the meter for as much postage as you want to buy. Postage in the meter is protected from loss, damage, misuse; is automatically accounted for. (And the same meter can stamp and seal letters, too!)

Every metered parcel is dated, postmarked and canceled, so it requires less handling in the postoffice, can often make earlier trains and planes.

Ask the nearest Pitney-Bowes office for a demonstration—and see for yourself how the meter can save time and postage. Or send coupon for free illustrated booklet—"Some Eye-Opening Facts about Parcel Post."

FREE: Handy desk or wall chart of latest postal rates, with parcel post map and zone finder.



PITNEY-BOWES

Postage Meter

Pitney-Bowes, Inc., Stamford, Conn. . . . leading maker of mailing machines . . . offices in 107 cities in U.S. and Canada

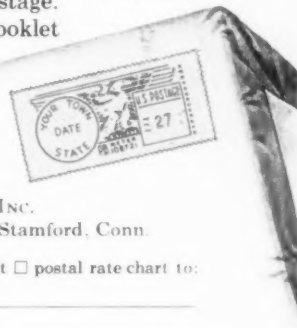
CHECK NO. 53 ON HELP-O-GRAM CARD
October, 1958

PITNEY-BOWES, INC.
2266 Pacific St., Stamford, Conn.

Send ☐ free booklet ☐ postal rate chart to:

Name

Address



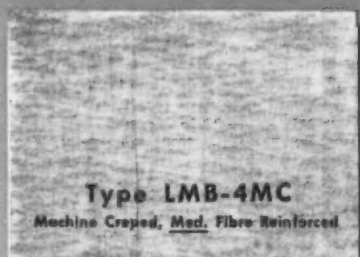
New, Improved
NON-STAINING
THILCO-TUF

brings you a wonderful new way to save wrapping dollars... provides the "most wanted" functional features you asked for!

FULL PROTECTION—and these important use advantages

- Exclusive blond, elasticized laminant
- Does not wick, stain or offset
- Oil, grease, water resistant
- Pliable... easy to handle
- Low temperature flexibility
- Eliminates needs for double wraps
- Saves materials and labor
- 10 ft. widths without seam
- Available trade-mark identified
- Meets freight classification approval

4 STANDARD GRADES WITH HUNDREDS OF VERSATILE USES

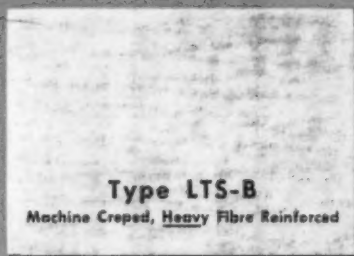


Type LMB-4MC

Machine Creped, Med. Fibre Reinforced

For protecting such products as:

- Structural wood arches
- Cabinets and doors
- Plastics and vinyls
- Magazines & books
- Bulk wrapping
- Baling paper & rugs

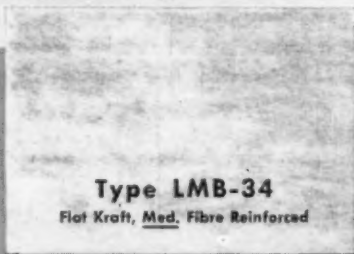


Type LTS-B

Machine Creped, Heavy Fibre Reinforced

For protecting such products as:

- Upholstered furniture
- Carpets and rugs
- Cardage and twine
- Fabrics and yarns
- Utilized shipments
- Baling and bulking



Type LMB-34

Flat Kraft, Med. Fibre Reinforced

For protecting such products as:

- Foam rubber
- Fabrics, textiles
- Boxed case goods
- Pictures and art
- Enamelled metals
- Finished products



Type 30/30/30

30% Creped Stretch

For protecting such products as:

- Steel plate coils
- Steel wire & cables
- Coiled hose & rubber
- Polished or finished wood products
- Baling paper & textiles

Single wrap THILCO-TUF eliminates need for costly double wraps

If stain-thru from duplex asphalted® grades is your problem, switch to THILCO-TUF for complete protection and save thousands of dollars annually! You save on materials and labor with this exclusive, *duplex-type single wrap* because you wrap *only once* to get all the protection required. THILCO-TUF features two sturdy kraft outer sheets bonded together with a new and improved blond laminant which *does not bleed, stain or delaminate* and has inherent "elasticity" which contributes to this wrapper's superior strength and puncture resistance. THILCO-TUF is oil, grease and moisture resistant, can be Poly-coated if desired and is available in widths up to 120" — Plain or trade-mark decorated for identity and sales value.

Write for Sample Kit — Tells you all about this exclusive Thilco wrap. Contains samples of all 4 grades, plain and Trade-mark Print Decorated.



*We make asphalted grades, too — but see how THILCO-TUF differs. CHECK NO. 4 ON HELP-G-GRAM CARD

THILCO

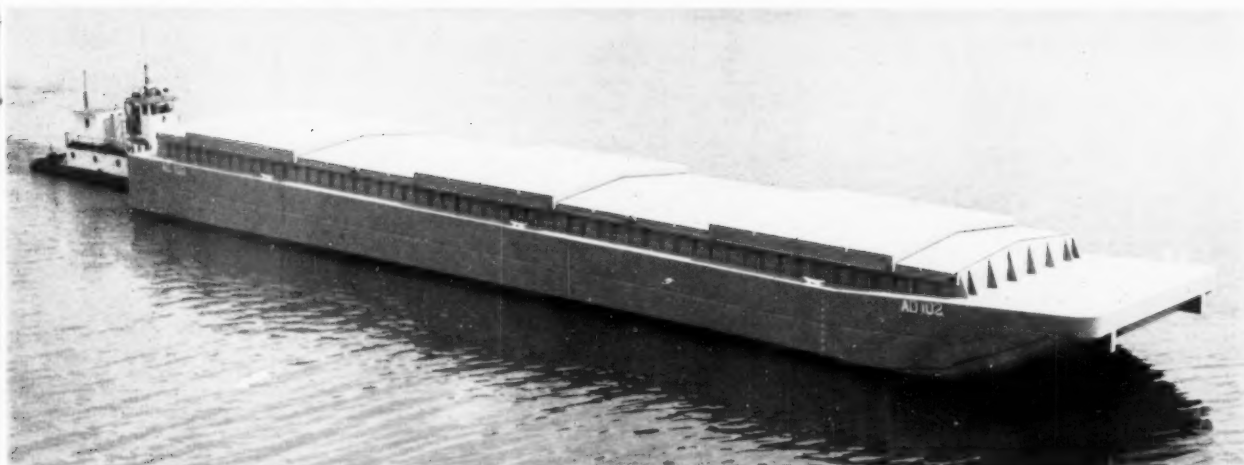
Functional Papers

THILMANY PULP & PAPER COMPANY
 KAUKAUNA • WISCONSIN

NEW YORK • CHICAGO • DETROIT • BOSTON
 CLEVELAND • CINCINNATI • CHARLOTTE

Shipping Management — National Hi-Way Shipper

INLAND WATERWAYS—SEAWAY: an all-water shipping route



● Companies shipping extensively via the nation's inland waterways will find their traffic horizons broadened significantly when projected inland waterway-St. Lawrence Seaway links become a reality.

Surging back after decades of neglect as a method of transportation, America's river carriers are currently handling about eight percent of all intercity freight, including petroleum, iron, steel, construction materials, and chemicals. This traffic is divided among some 121 Class A carriers, all under Interstate Commerce Commission regulation.

waterway-seaway picture

Briefly, this is how the inland waterway-Seaway picture shapes up at this time: The Calumet-Saginaw channel at Chicago is being improved to provide the Mississippi trade with more effective access to the Great Lakes area. Dual-service equipment, scheduled to go into operation once the Mississippi and Lakes are tied together more efficiently, will eliminate costly waterway cargo transfers at Chicago.

In dollars and cents, savings registered by shippers using the upcoming inland waterway-Seaway system will be extensive. Moving goods all the

way by water is the cheapest transport method where big loads of raw materials and certain types of semi-finished and finished goods are involved.

In transit time, though barge transport is slow, inland waterway-Lakes through service will provide the shipper with the opportunity to move anywhere from 10,000 to 20,000 tons of freight from the Mississippi to points along the Great Lakes in a single trip. Since barges haul their cargos 24 hours a day, the slowness of river transport is largely offset by the volume of the cargo that may be delivered at one time.

Containerization, moreover, is taking root on America's inland waterway system, providing door-to-door service along with tremendous reductions in handling expenditures. One comparison—advanced by Dun's Review—for containerized handling costs versus handling costs for traditional palletized loads: 20 cents per ton for containerized goods, as opposed to \$4-\$5 for palletized products.

The target: Seaway moisture control. *One solution:* A moisture-combating, heat-sealed liner.

Used in the transportation of Plexiglas acrylic molding powder by the Rohm & Haas Company of Philadelphia, the polyethylene protective

Specially designed barges, tailor-made to a variety of shipping needs, are the order of the day on the nation's inland waterways. A common sight on America's rivers are grain carriers like this one.

agent is placed in a corrugated bulk container, with its top edges extending over the carton's sides. Once it has been filled, the liner is heat-sealed across the top, the bulk container closed, and the molding powder sent on its way.

Reaching the consignee, container and liner are opened simply and easily. A knock-out plug in the carton is removed and the liner cut. Through the use of an air conveyor, the Plexiglas acrylic molding powder is then transferred into the hopper of a molding machine—ready for use.

successful shipping

Thanks to its growing reliance on polyethylene liners in the shipping of molding powders, Rohm & Haas reports that moisture has been successfully countered, foolproof closure against vapor has been achieved, and significant economies have been registered in the handling of Plexiglas compounds both at the Philadelphia factory and at customers' plants.

Lloyd's survey shows

Key causes of marine cargo

● Only by recognizing the major causes underlying damage to various types of cargo moving by water can the distribution executive using the St. Lawrence Seaway fully protect his shipments against the potential hazards of sea transportation.

Pinpointing some of these dangers, Lloyd's of London recently completed one of the most extensive surveys of marine damage ever conducted. The results, listed below, should serve as an invaluable guide to every Seaway user's packaging and shipping techniques.

ALUMINUM PRODUCTS. Affected by humidity and moisture. Surface becomes dulled. Prolonged exposure to moisture causes light corrosion, resulting in formation of white-gray film. This film is easily rubbed off.

BRASS PRODUCTS. Thin items, with high surface finish, may suffer from scratches and gouging. Sea water produces stains and corrosion also possible.

CANNED GOODS. Usually will keep indefinitely, if properly packed and sealed. Acids of certain fruits and vegetables, however, may cause pin-holes in metal containers. Rust also a cause of damage. Where can is so affected, yet is still intact, appearance may be restored with a suitable oil. Care should also be taken in labeling of cans, since under conditions of extreme moisture labels have a tendency to come loose from cans.

CEMENT. Absorption of moisture and carbon dioxide causes deterioration. Keep clear of damp ceilings and dunnage.

CEREALS. Will mildew in damp storage. Limit of safety, in terms of moisture content: 15%.

COAL. Spontaneous combustion a hazard. Adequate ventilation of storage area a must. Some types of coal — affected by moisture and sea water —

decline in weight due to evaporation.

COPPER PRODUCTS. Virtually same damage factors as in brass. Ammonia solutions, with or without mild abrasives, may be used to restore value of items not extensively damaged.

DYESTUFFS. Liable to leakage from containers. Some dye-stuffs deteriorate when in contact with sea water.

ELECTRICAL EQUIPMENT. Mold may injure delicate instruments, ruin insulation. Corrosion of metal may stem from organic acids generated by mold fungi.

FLOUR. Possible tainting, caking when wet. Dampness causes fermentation.

FURNITURE AND HOUSEHOLD EFFECTS. Wooden and metal units suffer from humidity. Mildew a danger. Corrugated cardboard—manufactured by sulphate process — frequent-

CAUTIONARY MARKINGS

ENGLISH	FRENCH	GERMAN	ITALIAN	SPANISH	PORTUGUESE	SWEDISH
Fragile	Fragile	Zerbrechlich	Fragile	Fragil	Fragil	Omtaligt
Handle With Care	Attention	Vorsicht	Attenzione	Manejese Con Cuidado	Tratar Com Cuidado	Varsamt
Keep Dry	Proteger Contre Humidite	Vor Naesse schuetzen	Preservare dall umidita	Mantengase Seco	Nao Deve Ser Molhado	Forvaras torrt
Keep in Cool Place	Garder En Lieu Frais	Kuehl aufbewahren	Conservare in luogo fresco	Mantengase En Lugar Fresco	Deve Ser Guardado Em Lugar Fresco	Forvaras kallt
Open Here	Ouvrir Ici	Hier oeffnen	Aprire da questa parte	Abrase Aqui	Abra Aqui	Oppnas har
This Side Up	Cette Face En Haut	Diese Seite oben	Questo lato su	Este Lado Arriba	Este Lado Para Encima	Denna sida upp
Use No Hooks	Manier Sans Crampons	Ohne Haken handhaben	Manipolare senza graffi	No Se Usen Ganchos	Nao Empregue Ganchos	Begagna inga krokär

damage

ly used to protect polished surfaces. Use gummed tape to hold in place.

FRUIT JUICES AND CONCENTRATES. If casks are damaged, allowing air to enter, sulphur dioxide preservative used in concentrate tends to vaporize. Juice then ferments. Noticed in early stages, decomposition can be halted with sodium thiosulphate.

GRAIN. Liable to damage by heating, infestation, sweat, water contact. When damp, destructive growths form.

IRON AND STEEL PRODUCTS. Subject to rust if wet and exposed to air. Thin coating of oil or grease an aid to rust-prevention.

LEAD PRODUCTS. 100 per cent safe, no matter what the situation. Superficial staining may be wiped away.

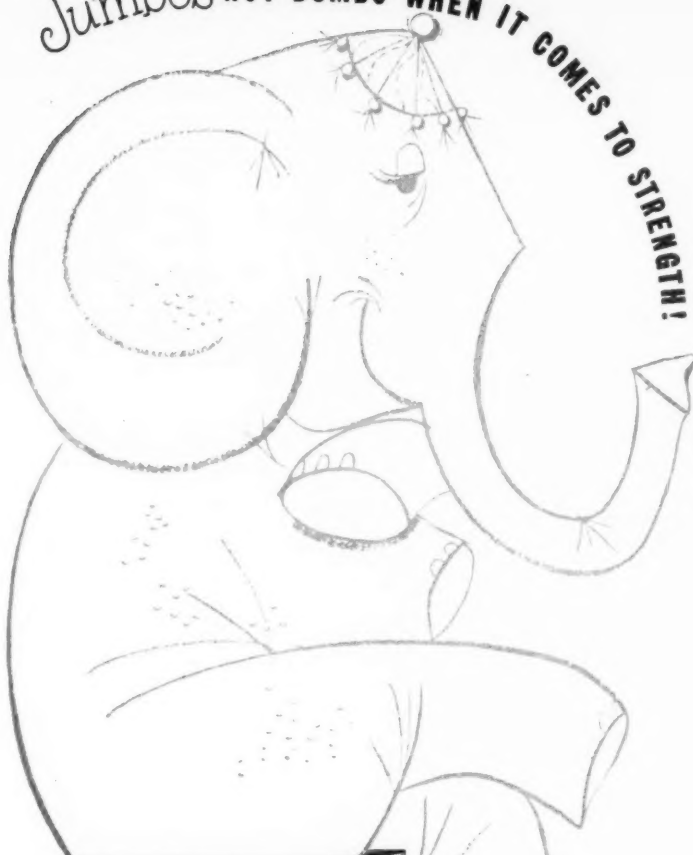
LEATHER GOODS. Leatherware must be protected, since it tends to develop mildew formations if packed and shipped amidst high humidity. If growth not extensive, may be brushed off.

MACHINERY. All-waterproof lined cases should be ventilated to allow any evaporated moisture forming in case to escape. Otherwise, moisture will attack highly polished and delicate components of machines. If ventilation impossible, silica gel recommended.

MOTOR VEHICLES. Several types of damage. Paint deterioration, rust, and mold most important.

RADIO AND TV SETS. Corrosion and mold inside container arise from use of "green" wood in construction of cabinets, frames, etc.

Jumbo's NOT DUMBO WHEN IT COMES TO STRENGTH!



Wirebound
BOXES AND CRATES

Combine the strength of steel with the light weight and resilience of wood ... and you have Superstrong Wirebounds. No matter what your weight or shape problems are, you'll find these containers will do the job quickly, easily, economically. Better call in a Superstrong Wirebound engineer right away!



Wirebound Boxes and Crates



Pallets



Wooden Boxes and Crates



Starch Trays



Wirebound Pallet Boxes



Corrugated Fibre Boxes

GET THE FACTS ... write today to Dept. 900

RATHBORNE, HAIR & RIDGWAY BOX CO.

1440 West 21st Place • Chicago 8, Illinois

CHECK NO. 36 ON HELP-G-GRAM CARD

76 Brown Aluminum Trailers
with

Lightweight

Cushionair
hit the road... provide

38,000 Pounds Extra Payload for Watson Bros.

Maximum payloads and minimum damage to cargos spell the difference between profit and loss. To help lick this problem, Watson Bros. Transportation Co., Omaha, Nebraska, operator of one of the nation's largest fleets of common carriers, recently purchased 76 more Brown Aluminum Trailers with "Cushionair" Suspension. Because "Cushionair" weighs approximately 500 pounds less than conventional leaf spring running gear, Watson Bros. can haul that much more freight in each trailer on each trip. (A total of 38,000 pounds more payload per trip in the 76 trailers.) And the cargos are safe because "Cushionair" Suspension smooths out the roughest roads automatically. That's good profitable business.

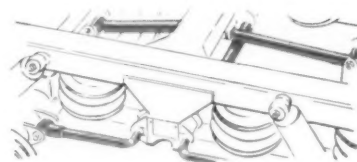
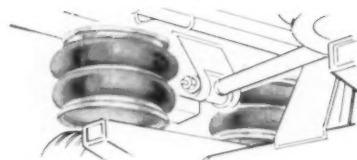
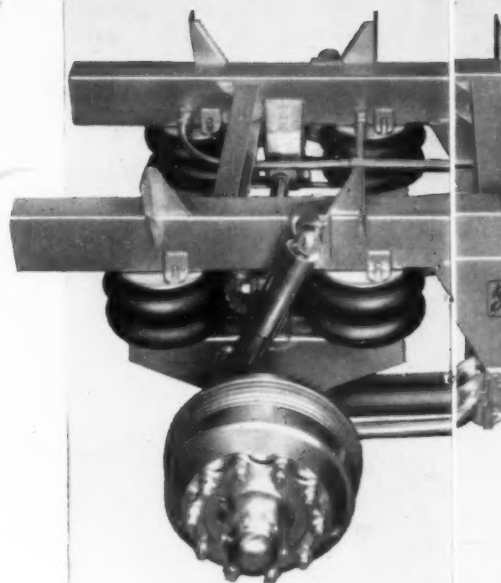
Brown engineered and quality built "Cushionair" Suspension gives a constantly low, level floor, whether empty or loaded, and allows greater inside loading height. This ends stresses, strains, and jolts that shorten equipment life. Cushioned by air and supported by rubber bushings, "Cushionair" eliminates spring breakage with its costly "down time", and ends the need for lubrication.

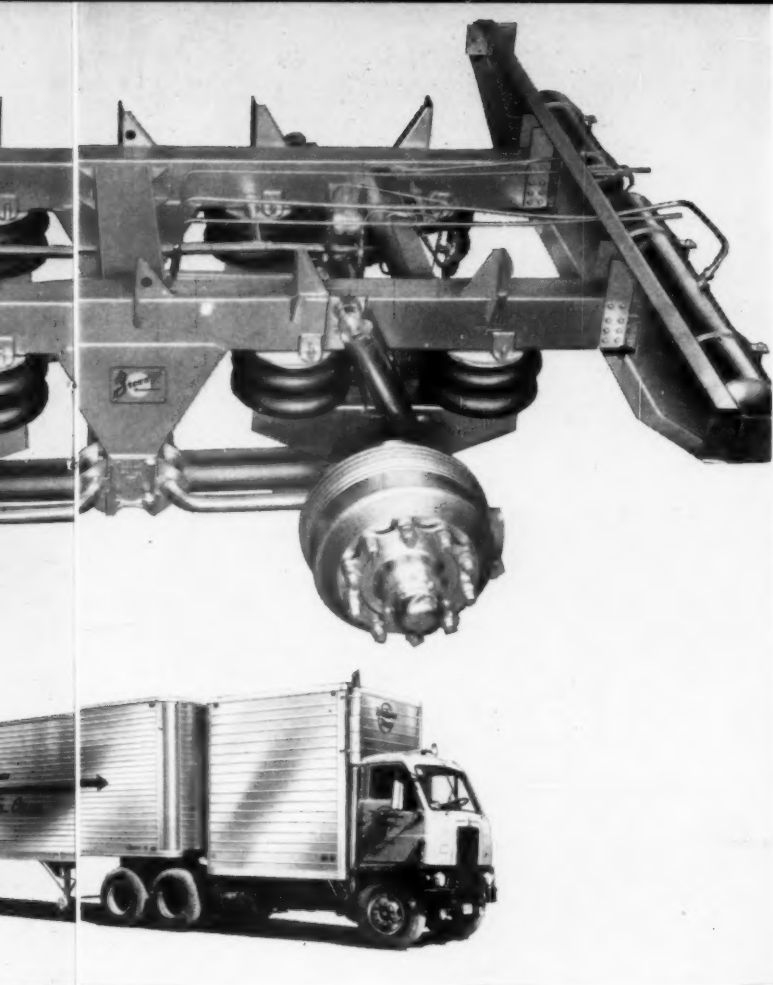
Now, with Brown's Extensive Financing Program you can pay as cargo rides in this lightweight aluminum trailer which weighs as little as 7,500 pounds for the 40-foot model equipped and ready for the road. All Brown Trailer Dealers have complete information about our Time-Payment plans for New and Used Equipment, and about our plan for Leasing of New and Used Trailers. Contact your local dealer—or write for colorful FREE folder BT-204.



Brown is a trademark of Clark Equipment Company

BROWN TRAILER DIVISION
CLARK EQUIPMENT COMPANY
BOX 275 ELGIN, ILLINOIS





AIR SPRINGS . . . of cord reinforced rubber, are almost completely damage and weather proof. Two air springs on each side, cushion each axle—prevent transmittal of road shock to body of trailer. Spring breakage and replacement with its costly "down time" is eliminated. Air spring replacement, if needed, can be done quickly and inexpensively.

TORQUE AND STABILIZER ARMS . . . Brake torque rod eliminates any tendency of axles to "wrap" or wheels to "hop". Stabilizer arm reduces side-sway, increases overall stability of the suspension, and acts as a towing arm or radius rod. Stabilizer and sway rods, together, keep axle in alignment sidewise—hold it firmly in place.

AXLE ALIGNMENT . . . Alignment devices are located at either end of the stabilizer rod where it attaches to the axle, give many points of alignment—assure true tracking and save on tires.

SHOCK ABSORBERS . . . Located at both ends of the axle, reduce axle vibrations individually, prevent continued oscillation. This protects the axle and tires—helps to keep payloads on an even keel, reduce damage.

CHECK NO. 45 ON HELP-O-GRAM CARD

Foreign Port Report

● How do major overseas ports measure up? What facilities and equipment are available for the receipt, processing, storage, and handling of freight transported via the Seaway or from other U. S. trade centers?

Following an extensive survey by *Shipping Management—National Hi-Way Shipper*, here is an up-to-the-minute rundown on the status of the most important foreign ports of entry through which your export shipments will pass.

Halifax, Nova Scotia, Canada—A top-notch port, well-equipped to handle bulk and packaged freight. Effective sea-highway links. Pilferage and damage rate normal. Handling procedures efficient and mechanized.

London, England—Major piers equipped with cranes and linked to shore transportation. Free storage time of three days. Mechanical handling machinery available. Pilferage, damage rate "under control." Ship-to-shore deliveries made within reasonable time.

Liverpool, England—More than 38 miles of docks, with streamlined handling equipment and sea-land transport. Free storage time of 72 hours. Pilferage, damage rate declining steadily. Delivery time, ship-to-consignee: About 2 days.

Manchester, England—Excellent harbor conditions. Direct delivery of cargo to forwarding transportation. Free storage time of up to 72 hours. Modern equipment available, clearance rapid, and pilferage, damage rates among lowest in world.

Antwerp, Belgium—Excellent European point of entry. Modern, well-equipped. Free storage time of 48 hours. Time between landing of goods and delivery to consignee between 38 and 48 hours. Pilferage and damage being cut as result of intensive campaign by port officials.

Le Havre, France—Fine ship-to-shore links. Free storage time of 8 days. Handling modern and efficient. Four to five day deliveries to customers ashore. Pilferage, damage rates low.

Marseilles, France—One of Europe's best. Strong sea-land links, wide variety of mh equipment, well trained labor force. Deliveries immediate, damage well below average, and pilferage rate low.

Hamburg, Germany—Another top-notch major point
(Continued on page 61)

HOW SEAWAY FREIGHT

● High-speed, efficient handling machinery and methods, plus an expanding fleet of first-rate cargo vessels—many specifically designed to meet the needs of freight traveling up and down the Seaway. That's what's in store for St. Lawrence shippers when the waterway moves into high gear next year.

At dockside, thanks to blueprints incorporating the latest advances in

marine cargo handling now being drawn up by Seaway port officials, carriers, and terminal operators, your merchandise will be processed, handled, and stowed aboard outbound freighters with dispatch.

Shipment-speeding developments being planned include central terminal work management; the extensive employment of fork lift trucks and palletization of cargo; pre-planning of



WILL BE HANDLED

freight allocations prior to the arrival of the vessels that will carry them; the expanding use of floating heavy lift equipment; the utilization of shipside truck docks; and the use of crawler cranes on wharf aprons.

Mechanization in general cargo handling is also destined to play an important role in forthcoming Seaway operations. Trial mechanization demonstrations, conducted by the Supply Engineering Division of the Navy and various commercial groups, have stressed the fact that even relatively simple mechanization can load conventional freighters 75 percent faster than non-mechanized procedures, and at a 100 percent manpower saving. What's more, by going one step further and establishing total mechanization, 1200 tons of general cargo per hour can be stowed away aboard a standard water carrier—a graphic lesson in efficiency which has not been lost on Seaway maritime interests.

ambitious program

On the waterway itself, meanwhile, an ambitious program aimed at gearing Seaway cargo ships to the needs of Great Lakes shippers is surging forward under a full head of steam.

Basically, in addition to conventional general cargo vessels, two tailor-made types can be expected to play an increasingly significant part in the transport of Great Lakes products: the Canadian-style "package" freighter and the lift-on, lift-off trailership. Here's what the distribution executive should know about each of them.

Commenting on the "package" freighter, E. J. Alton of the National Harbours Board of Canada points out, "This vessel has eliminated over-the-top handling methods. It is built like a floating warehouse, with three stories or decks, and is equipped with elevators to transport freight from one deck to another.

"Cargo moves through side ports to or from docks and warehouses. Me-

chanical lift-truck equipment is used to handle merchandise on pallet boards, thus reducing to a minimum the number of handlings involved. And using this technique, it is frequently the case that articles placed on pallets in a shipper's warehouse are received into the consignee's facility without being moved from these pallets."

modern package freighters

Concludes Mr. Alton: "The Canada Steamship Lines have already spent \$5 million in the construction of two of the most modern type of 'package' freighters ever built. Designed for the Seaway, they are 461 feet in length, travel at an average speed of 17 knots, and are capable of carrying 5,000 tons of package freight.

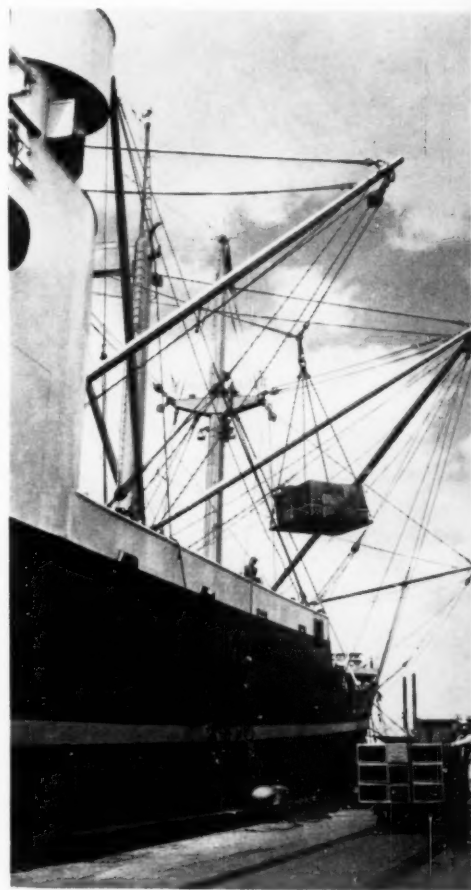
"Their discharge rate runs all the way up to 400 tons per hour and, in tests involving straight cargoes of flour, they have been unloaded at the astounding rate of 750 tons per hour."

The lift-on, lift-off *trailership*, on the other hand, is primarily a U. S. maritime innovation. In a typical operation, a seaboard gantry crane is employed to lift a cargo-laden trailer from the chassis that has brought it to the dock. The trailer is then hoisted aboard the vessel and secured for its water journey.

Upon arrival at the trailership's port of destination, the same ship-mounted gantry crane lowers the trailer to a waiting chassis. Secured, the trailer then proceeds over the highway to its final delivery point.

trailership benefits

According to trailership adherents, reduced damage and pilferage, less clerical work, "one-service" handling from shipper to consignee, and enhanced transport and handling speeds are only a few of the many advan-



High-powered equipment, advanced cargo handling procedures will be trademarks of Seaway shipping. Here, load of canned goods goes aboard outbound freighter.

tages accruing to shippers using lift-on, lift-off vessels—benefits which may yet pave the way for the trailership's rise to a position of prime importance as a Great Lakes carrier in the "boom" years ahead for Seaway shipping.

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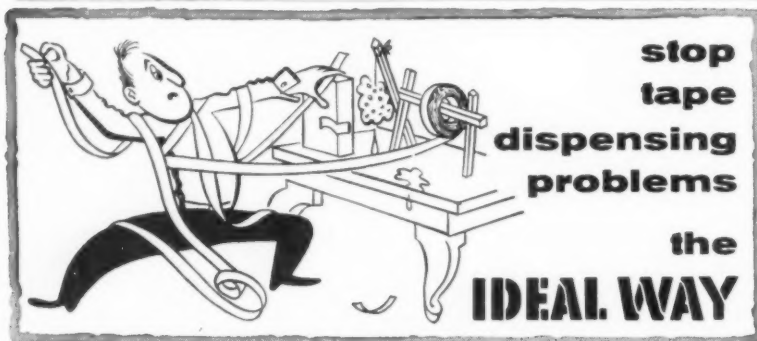


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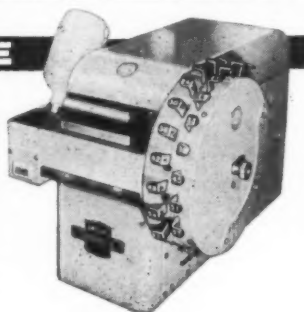


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new
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platform truck

Equipped with a hydraulic converter drive transmission and featuring automotive type steering, dual front wheel operation, and spin proof differential, an improved platform truck is available from the Prime-Mover Company.



The unit is controlled by a two-position directional change lever, and an accelerator and brake. It has a 42" wide freight bed, measuring 78" in length behind the engine enclosure. Three-element hydraulic torque converter transmission is designed to eliminate clutching and shifting, thus permitting fast starts and a continuous flow of power to meet any load-condition.

(check 93 on Help-O-Gram card)

steel floor plate

Offered as an answer to crumbling floors caused by heavy material handling equipment traffic, steel floor plate is now available from the Acme Steel Company.

Designed to reinforce extensively traveled concrete floors, it consists of 11-3/4" square plates of .068" hot-rolled steel. Each plate contains 100 small rectangular holes, approximate 1/2" x 3/4", and 100 barbed prongs 3/4" long.

(check 94 on Help-O-Gram card)

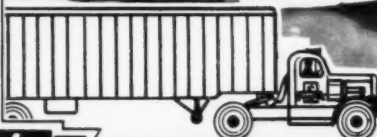
(Continued on page 45)

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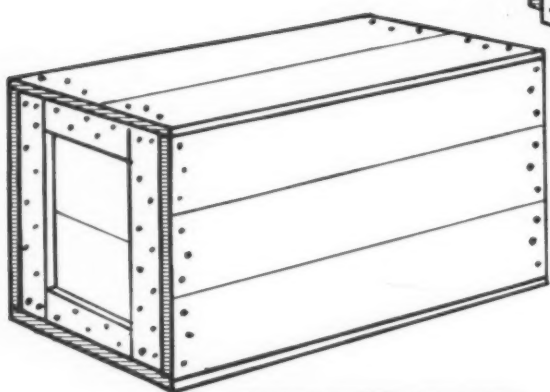
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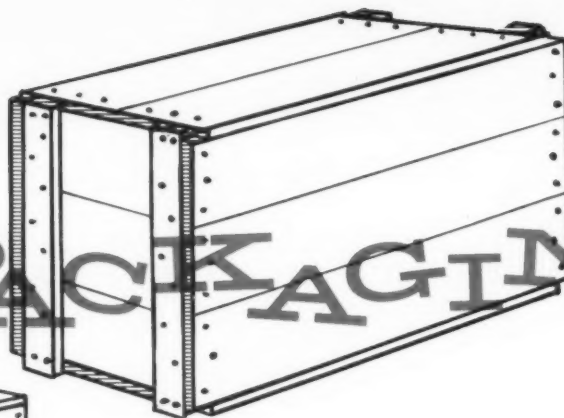
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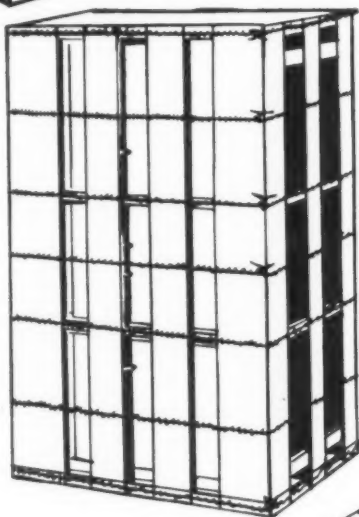
PACKAGING



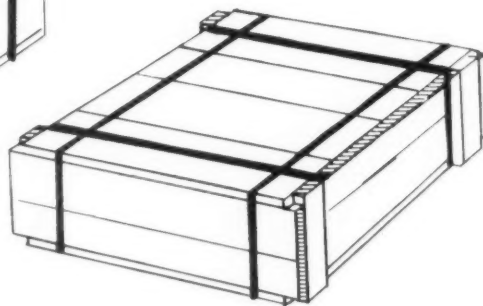
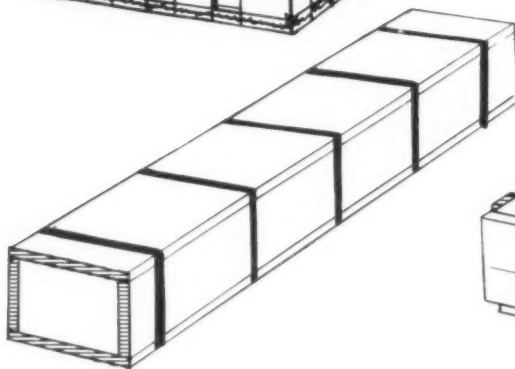
Two wooden boxes, reinforced against splits.



Wirebound box often used as overpack for corrugateds.



Metal straps or band and wire are used extensively by water shippers.



● New and improved cargo vessels, the latest in handling methods and equipment, and up-to-the-minute port facilities will expedite the movement of freight shipped via the St. Lawrence Seaway. Nevertheless, the shipper's best guarantee that his consignment will be delivered safely and speedily will still lie in the way it was packaged against the seven major enemies of sea-borne merchandise — pilferage, water damage, corrosion, leakage, slackage, breakage, and hook damage.

All will pose serious problems for the distribution executive using the Seaway. But all seven, on the other hand, are listed by marine packing experts as "preventable losses," which sensible, sturdy, seaworthy protective packaging can stop in their tracks.

In most cases, *pilferage* and theft stem from the shipper's use of weak, over-worked, second-hand containers; green lumber for outside boxes; and theft-tempting open crates. Another key cause: lack of pilferage-preventing banding or strapping.

your Seaway shipment

Water damage, meanwhile, derives from the exposure of cargo to the elements in open storage areas and the consignor's failure to use protective waterproof liners, while *corrosion* is generally a result of improper container lining and a failure to use preservatives. *Leakage* is a product of a poor outer container which didn't protect its contents, a lack of interior cushioning, and improper sealing of the inner packaging unit.

Package overloading leads to *slackage*; defective or inadequate bracing and reinforcement to *breakage* on the dock or in the hold; and the absence of proper cautionary markings to *hook damage*.

marine packaging

A thorough grounding in maritime packing, careful selection of the right packaging to do a specific job, and the realization that "second best" just won't do in the packing of Sea-

way shipments will enable the distribution executive to establish effective safeguards against marine damage.

Basically, he may rely extensively on a wide variety of tested and proven packaging components and materials in the protection of his waterborne cargo. These include: nailed wood boxes, fibreboard cartons, crates, wirebound boxes and crates, wooden barrels, steel drums, fibre drums, and multi-wall sacks.

The nailed wooden box is among the finest containers used today in the maritime shipment of "moderate-weight" products. For one thing, its sturdiness permits it to contain a load without breaking open and without undue distortion. For another, it has proven itself capable of supporting superimposed loads—the protection it affords safeguarding en route freight from puncture, crushing, and breakage.

In addition, the nailed wood box allows interior blocking to hold mer-

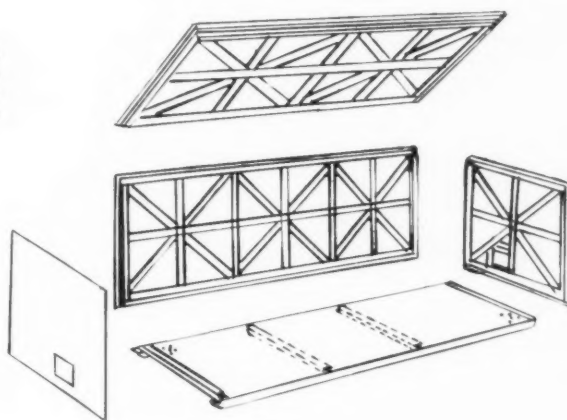
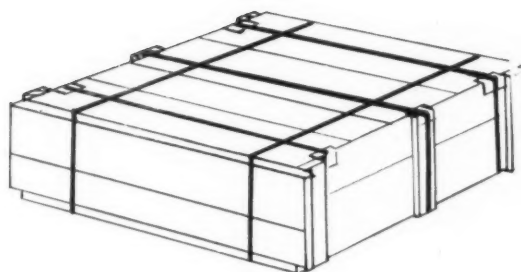
chandise securely in place. Thus the container may be placed on its side, turned upside down, and subjected to rough handling without damage to the cargo it is designed to protect.

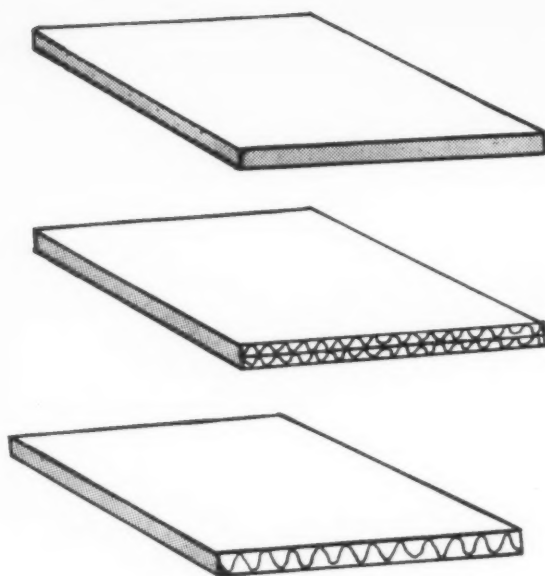
nailed wood boxes

In choosing a nailed wood box for his Seaway shipments, here are five all-important principles for the distribution executive to remember:

1. Stay clear of second-hand containers. False economy in packaging your Seaway consignment will only result in heavy damage to your waterborne cargo far in excess of the packing savings attained. Remember! Used nailed wood boxes are undependable and are fair game for thieves since they do not permit the detection of pilferage.
2. The nailed wood box you select should be constructed of seasoned lumber. Moisture content: Between 12 and 18%.

Cross-section of a sheathed crate. Top, side, base are in center, and two ends are at the sides of the diagram.





Top: Solid fibreboard. Center: A double-faced corrugated fibre. At bottom: Double-wall corrugated fibre construction.

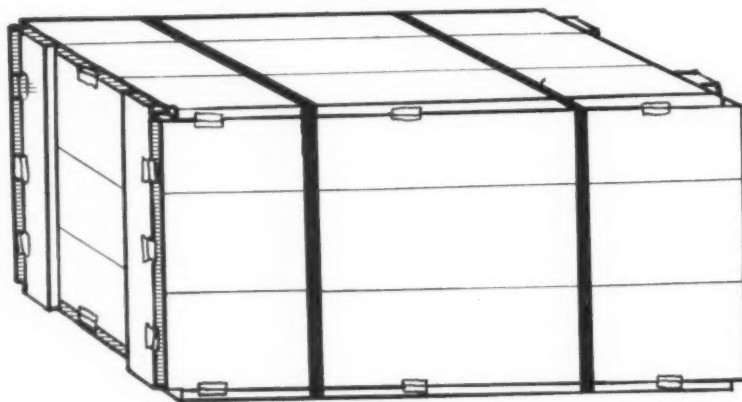
3. Load effectively. Though fine Seaway shipping containers, nailed wood boxes are not infallible and will decline in protective capacity when the loads they are carrying have been packed improperly. If freight must be kept right side up, it is wise to equip your box with lift handles or similar devices designed to facilitate the stowing and handling of the unit in an upright position.

4. Even nailed wood boxes must be reinforced to withstand rough treatment. Metal straps, placed one-sixth of the distance from the ends— unless the box is more than 48 inches long and in excess of 250 pounds — are

excellent reinforcing agents. In larger containers, three or more straps should be used, plus an additional one for every 24 inches. Staples should also be employed to hold strapping in place.

5. To prevent pilferage, wood boxes should be equipped with either pilfer-proof clips or corrugated fasteners. A waterproof barrier material, sealed at the edges with a waterproof tape or adhesive, will aid in the protection of merchandise against moisture. For further information on nailed wood boxes for Seaway consignments, the National Wooden Box Association is your best bet. Address: Barr Building, Washington 6, D.C.

Pilfer-proof clips at right will safeguard your Seaway shipment. Clip is driven into end or side of each board so that it will bridge crack between two boards. Arrow shaped nail's point passes through holes in clip, thus sealing clip in wood. Barbs on arrow-shaped nail prevent latter from being withdrawn without breaking seal. Pilferage is obvious.



Cheap, light, and dependable, in recent years the fibreboard carton has come into its own as a marine packaging component. It could be the answer to many of your Seaway shipping problems if you understand fully how to use it in the protection of sea-borne freight.

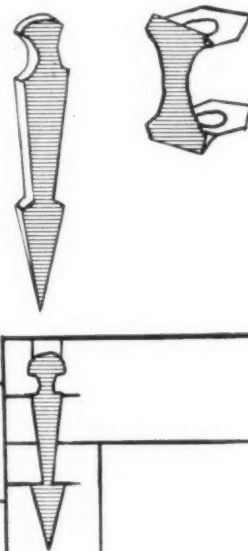
1. In choosing a fibreboard box, the distribution executive should bear in mind that what he wants is a container that will withstand pressure and moisture. Therefore, export packaging authorities agree, he should never utilize a corrugated fibreboard box with a bursting "test" lower than 275 pounds per square inch. Recommended by experts: The solid fibre VUS-type fibrebox.

2. Fibreboard containers should be effectively gum-taped, stapled or sealed with a water resistant adhesive, applied to the area of contact between the flaps. They should also be strap-reinforced.

3. Play it safe. Whenever possible, let the packaged load support the walls of your fibreboard container. If this is not feasible, the unit selected should be sufficiently sturdy to resist compression so that it will not collapse under a pile of similar containers. For additional data, contact the Fibre Box Association, 224 South Michigan Avenue, Chicago.

For bulky, rather heavy commodities, the full-sheathed crate may be what you're looking for if you:

1. Line crate interiors with a top-notch brand of water barrier material.



2. Provide a sturdy framework utilizing vertical end struts, corner posts, and diagonal braces.
3. Reinforce crates against superimposed weights and pressures by seeing to it that top joists — underlying sheathing — are used extensively. Suggested for maximum protection; One joist per every 35 inches.
4. Strengthen weak end grain nailing of all interior bracing components with back-up cleats and reinforce your crate floor at all load bearing points.
5. Make certain that your customer is provided with complete and accurate uncrating instructions to reduce accidental damage to your product when it is being unpacked.

wirebounds

Wirebound boxes can likewise prove extremely useful in protecting Seaway consignments, provided they are utilized efficiently. To this end, the distribution executive must be alert to the fact that one of the key uses of wirebounds among maritime shippers today is as an overpack for solid or corrugated fibre boxes.

Here's how to get the most from your wirebound dollar.

1. Never overpack or use containers which are too large for the commodities they are designed to handle.
2. Line the interior of your wirebound with an effective water barrier material.
3. Cleats and veneer used should be full thickness, straight grained, and sturdy. Wire should be clear of rust or other damaging formations.
4. Staples should be carefully spaced. Two staples per wire-bound slat is strongly recommended.

● Your passport to more effective exporting lies not only in traffic "know-how" and foolproof packaging, but in a thorough understanding of the conditions under which your cargo will be processed upon arrival at its foreign destination and the major freight terms commonly employed overseas.

To assist you in speaking the traffic "language" of your foreign customers, here is a master list of shipping abbreviations used by consignors and consignees in the principal commercial nations of the world.

a c (a cargo): Drawn on or charged to; Spanish.

Assce.: Insurance; French.

B.E.: Bill of exchange; British.

Btto.: Gross; German.

c.a.f.: Cost, assurance, freight; French.

5. When a wirebound's contents weighs more than 150 pounds, it is advisable to use straps running around its top, bottom and ends. This will serve to reinforce the container as well as protect its cargo from pilferage.

For further information contact: Wirebound Box Manufacturers Association, 327 S. LaSalle Street, Chicago 4, Illinois.

Long known as efficient marine shipping containers, steel drums will provide still another answer to the distribution executive's Seaway packaging headaches. When utilized, however, it is important that:

1. Sturdy seals are used on the sealing rings and locking devices of all open-end drums.
2. Drums are closed as per the specifications set down by the container's manufacturer.
3. Interstate Commerce Commission rulings are adhered to in so far as the transport of dangerous substances is concerned.
4. Second-hand drums are inspected carefully for possible dents at the chime or to closures before the units are purchased and used.

Growing in significance as a maritime packaging component, multi-wall shipping sacks are currently being used extensively in the transport of powders, chemicals, and similar materials. These units are made up from several walls or plies of kraft paper, are flexible, and are often given added strength through special coatings or laminations.

1. When employed, multi-wall sacks should never be overloaded. About 50 pounds of material should be regarded as tops.
2. Check each sack before filling to make certain it is in perfect condition.

D d: From date; German.

e/c (ecuenta): On account; Spanish.

f.a.b.: Free on board; German and Spanish.

fact.: Invoice or bill; Spanish. Also **facta.**

Gr. b: Express; French.

Lfg.: Delivery; German.

M r: My shipment; Spanish.

N t: Our shipment; Spanish.

O : Order; German.

pr. Adv.: Care of; German.

pet. vit: Regular freight service; French.

R.O.G.: Receipt of goods; English.

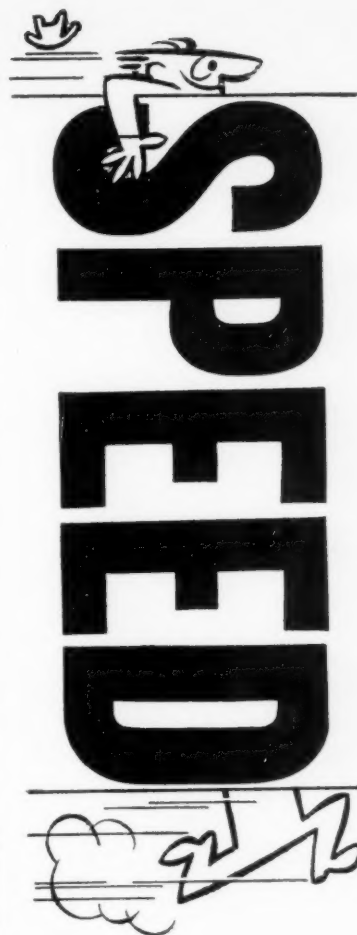
R. (Rechnung): Bill or invoice; German.

R. bi: Receipt; Spanish.

S/D: Sea damage; English.

SC: Your account; Spanish.

Trsp.: Transport; German.



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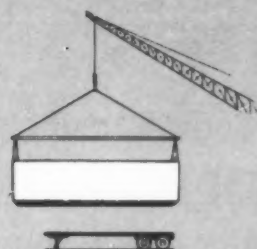
SHIPMENT LOADED AT WAREHOUSE



TRAILER VAN MOVED TO PORT.



VAN LIFTED ABOARD SHIP



VAN UNLOADED ON CHASSIS



TRAILER MOVED TO CUSTOMER



VAN UNLOADED AT DESTINATION

● Fast, flexible, motor transportation, streaking along a network of newly constructed superhighways, will speed your cargo to and from the St. Lawrence Seaway. Preparing for the formal opening of the waterway next spring, motor carriers, port authorities, and state agencies are already far advanced in their plans to provide industrial shippers with safe, rapid, and economical highway-waterway service.

But will you be ready to cash in on the advantages offered by coordinated land-sea transport? Is your shipping and receiving operation up-to-date, efficient, and geared to the tempo of trucking today?

six shipping tips

Supplied by the Seaway-conscious Genesee Truck Owner's Federation of Rochester, New York, and the American Trucking Associations, here are six heads-up motor shipping tips, guaranteed to streamline your truck pickups and deliveries and allow you to profit fully from the low-cost transportation which will be the trademark of the Seaway.

1. Choose your carrier carefully. Watch out for Seaway "fly-by-nights" full of fat promises and fancy talk. Let the record of the carrier—his dependability, loss and damage rate, and overall performance—speak for itself.

On the other hand, select the truck line with the lowest through rate for top-notch service, and the most direct route between your plant and the Seaway destination of your outgoing shipment.

2. In preparing your goods for consignment, package properly and mark correctly. Remember that your merchandise, once it has been delivered

by your highway carrier, will move the rest of the distance to the consignee by water.

Therefore, be positive that your protective packaging is adequate for Seaway travel and that the address on your cartons will be legible from shipping point to receiver.

3. Shipping efficiency depends on effective facilities, procedures, and personnel. Avoid time-consuming, costly congestion at your plant. How? By giving carriers a pickup schedule, so that your truck docks will be clear when they arrive; by advising them, well in advance, on the volume of your shipment; and by dividing your containers destined for different carriers and stacking each group in a different area.

4. In receiving, play it smart. Seaway transport has its advantages. But it also has one decided disadvantage: the increased possibility of corrosion and water damage.

Consequently, receiving personnel should carefully check the outside condition of all containers before signing a receipt. If damage is visible, they should check the inside as well and list all commodities injured.

5. Should your Seaway shipment go astray, on the way to or from the St. Lawrence, here's what to do: Using the original bill of lading, notify your carrier. Furnish him with the date of pickup, shipment origin and destination, and a description of the lost merchandise. Ask him to put a tracer on the cargo.

If it turns out that your shipment cannot be found, file a loss claim promptly. Bear in mind that there is a statute of limitations on such claims.

6. Don't ask your motor carrier for special services. One of the key reasons for shipping via the Seaway in the first place is its low-cost transportation. By asking for special treatment,

Motor carriers

"Seaway-oriented super highways, advanced equipment, fishy-back, will expedite land-sea freight movement."

s | blueprint expanded seaway service

however, you can boost your freight bill substantially, losing the savings you achieved through coordinated highway-water service.

Keep in mind that as a shipper, you're entitled to a free pickup, over-the-road service between origin and destination, and free delivery—nothing more.

Gearing his operations to coordinated truck-freighter transportation, the alert distribution executive will be in a position to take the fullest advantage possible of the safe, speedy, and dependable over-the-road service being planned for him. All along America's upcoming "Fourth Seacoast," state and port authorities, carriers, and equipment manufacturers are pushing ahead with blueprints designed to expedite the movement of highway-waterway consignments.

seaway survey

New York State, for example, recently completed an extensive survey of available facilities in its St. Lawrence Valley Region. Purpose? To improve existing arteries so that they will be equal to the task of handling the expanded truck traffic expected to move through the area, and to develop new routes, wherever they are needed.

Launched at the request of Governor Averell Harriman, who describes the impending opening of the Seaway as "one of the greatest commercial events in recent U. S. history," the study reveals that the whole distribution pattern of the northern half of New York, Pennsylvania, and Ohio is in for some drastic revamping. To this end, New York is expected to allocate up to \$200,000,000 during the next few years for highway im-

provements in the northern section of the state.

Elsewhere, other groups affected by the Seaway are also taking giant steps toward smoothing the way for inbound and outbound Seaway freight. All through the northeast quadrant of the nation, in recent years, various areas have contributed their share to the creation of a top-notch, cross-country highway system running all the way from New England to Milwaukee.

While north-south highway construction has lagged badly—there are only a few first-rate superhighways traveling due south from the Great Lakes—Seaway-conscious communities are hastily drawing up plans for systems to be built as rapidly as possible. In all probability, many of these Seaway-oriented arteries will be completed by the time the waterway is ready to swing into action.

For their part, motor carriers and equipment manufacturers are moving forward at a fast and furious clip to

meet the forthcoming challenge of the Seaway. According to Roy Fruehauf, president of the Fruehauf Trailer Company, "fishy-back traffic is likely to be one of the dominant forms of transportation on the Great Lakes."

With this in mind, Fruehauf and other manufacturers began turning out "fishy-back" equipment several years ago. Designed for heavy duty hauling, the typical vehicle weighs 16,000 pounds and is 34 feet long. It holds a hefty cargo, yet can be moved and transported aboard a seagoing vessel with the greatest of ease. (See article on cargo vessels being readied for Seaway service, elsewhere in this issue.)

Carriers, moreover, have been out in front of the "Get Ready For the Seaway" drive for quite some time now. In December, 1956, the Midwest Shipper-Motor Carrier Conference formally went on record as approving the Seaway and launched a survey to determine the steps carriers—as well as shippers—should take





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to prepare for the waterway's opening.

Pointing up the importance of the Seaway, George H. Weiss, chairman of the Great Lakes Overseas Conference reported: "Distances from the heart of the continent to Europe will be slashed sharply. The distance from St. Louis to Rotterdam via the Seaway, for example, will be about 1,500 miles less than from St. Louis to Rotterdam via New Orleans.

"The Seaway," he continued, "has already begun to change the traffic patterns of the entire Midwest. Shipments of tobacco and cotton from as far south as Kentucky and Tennessee are moving through Chicago at freight savings of from 15 to 30 percent."

A Shipping Management-National Hi-Way Shipper survey of leading motor carriers, regarding their plans for Seaway service, indicates the shipper will have his choice of a variety of companies and routes when the waterway moves into high gear.

interest in Seaway

The Super Service Motor Freight Company of Nashville, Tennessee, reports that "... our company recently extended its operation to include Chicago ... Naturally, we are vitally interested in any development concerning Chicago as a port ..."

From the Interstate Motor Freight System of Grand Rapids, Michigan, this statement: "... We have eight or ten terminal points on the Great Lakes and we expect to apprise all our shipper friends about our lake port terminal cities and facilities available to them when the movement of traffic through the Seaway actually gets underway ..."

Associated Truck Lines, Inc., of Grand Rapids, Michigan, states: "We are working very closely with the Port Authority in Toledo, Detroit, Muskegon, Chicago, and Calumet Harbour, which are all direct line service points for us ... Our biggest asset is our broad coverage of the Great Lakes area, which will certainly expose us to land transportation in conjunction with water through the St. Lawrence Seaway ..."

Other carriers with facilities in Seaway port cities include:

Eastern Express, Inc. (Chicago and Cleveland)
Gordons Transports (Chicago)
Denver-Chicago Trucking Company (Buffalo, Chicago, Cleveland, Detroit)
Spector Mid-States (Milwaukee, Chicago, Cleveland, Buffalo)
Independent Truckers (Chicago)
Wilson Truck Company (Chicago)

Ringsby Truck Lines, Inc. (Chicago)
Cooper-Jarrett, Inc. (Chicago)
Hoover Motor Express (Chicago)
Hancock Trucking, Inc. (Milwaukee, Detroit, Cleveland, and Chicago)
Midwest Freight Forwarding (Chicago)
Lifschultz Fast Freight (Milwaukee, Chicago)
Cushman Motor Delivery (Chicago, Milwaukee)
Pacific Intermountain Express (Chicago)
Navajo Freight Lines (Chicago)
McNamara Motor Express (Chicago, Milwaukee, Detroit)

tailor-made truck trailers speed interplant shipments

How do you link together two company plants which are seven miles apart? Motorola Television's dollar-saving solution: A fleet of tailor-made truck trailers, plus a supporting force of efficient, low cost shipping and receiving equipment.

Motorola builds the chassis for its television receivers at its Augusta facility, located on the West Side of Chicago. Thoroughly tested and passed, the TV units are then hooked onto an overhead chain conveyor and carried 200 yards to the plant's shipping room. There, after colored coding tags have been attached to the chassis to identify the set models they will go into, they are placed aboard company-designed "tea cart" racks, capable of handling up to 48 units, and hauled by lift truck onto waiting truck trailers, each accommodating eight racks.

Here the firm's handling "know-how" again pays off. Sled runners under each rack mesh perfectly with rollers located at the sides of the trailer. Thus, the chassis are secure against jolts and sudden stops while in transit, a factor which has kept damage to valuable TV components to a minimum on the seven mile trip.

Arriving at Motorola's new "final assembly" factory at Franklin Park, the chassis—still on their carts—are unloaded, placed inside their appropriate cabinets, equipped with picture tubes, and put through their paces before being shipped to distributors.

Thanks to the procedures developed by the TV manufacturer, its Franklin Park facility has never suffered a production slowdown due to a shortage of chassis—a tribute to the highly effective manner in which Motorola has overcome distance to tie two of its manufacturing facilities together into one streamlined and thoroughly integrated operation.

NEW White Diesel cuts costs

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on long-distance moves



"Better customer service and lower cost per mile on long-distance moves" . . . that's the report on the new White Diesels in the Morgan & Brother-Manhattan Storage fleet.

Chairman of the Board Charles D. Morgan reports savings of 12% in operating costs of the new White 3000-TD with the power-tilt cab. "It is exactly right for our long-distance moves," Mr. Morgan reports.

Because White builds the most complete line of highway tractors in America, these new Whites are tailored to exact work conditions—get more work done in less time and at lower cost. Find out White's exclusive advantages for your business that increase your earning power.

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Morgan & Brother-Manhattan Storage is one of America's best-known names in the moving and storage industry. For many years, they have depended on another great name—White—for highway power because they know they get the finest performance for more miles with White.



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St. Lawrence Seaway, "how-to" SIPMHE show & technical course to be featured during Chicago "Shipping Week."

Looking ahead to the opening of the St. Lawrence Seaway and Chicago's upcoming role as a major maritime center handling overseas shipments, Mayor Richard Daley has officially proclaimed the week beginning October 12th "Packaging, Handling, and Shipping Week."

Urging all Chicagoans to take note of their city's impending rise as "freight handler for the world," Mayor Daley also rolled out the red carpet for the SIPMHE-sponsored National Industrial Packaging, Handling, and Shipping Show scheduled for the Coliseum on October 14th.

Billed as the "distribution know-how, show-how, and pro-how" event of the year, the exposition will be highlighted by an intensive, fact-packed Technical Short Course. A total of 45 distribution areas, analyzed by some of the country's foremost experts, will be explored.

Subjects to be covered include: Proving the Need for Materials Handling; Layout—Partner or Competitor; Containerization; Manual Handling—Economic Necessity; Mechanical Handling Equipment—Answer to Volume; Work Simplification in Packaging, Handling, and Shipping.

Also on the agenda: The New Look In Warehousing; Protective Packaging Design; Paper, Films, and Foils; The Packaging Engineer and Management; The Package and Long Distance Shipping; Streamlining the Shipping Room; and an Engineer's Refresher.

Nearby, at the Edgewater Beach Hotel, the Packaging Institute will present its 20th Annual Forum.

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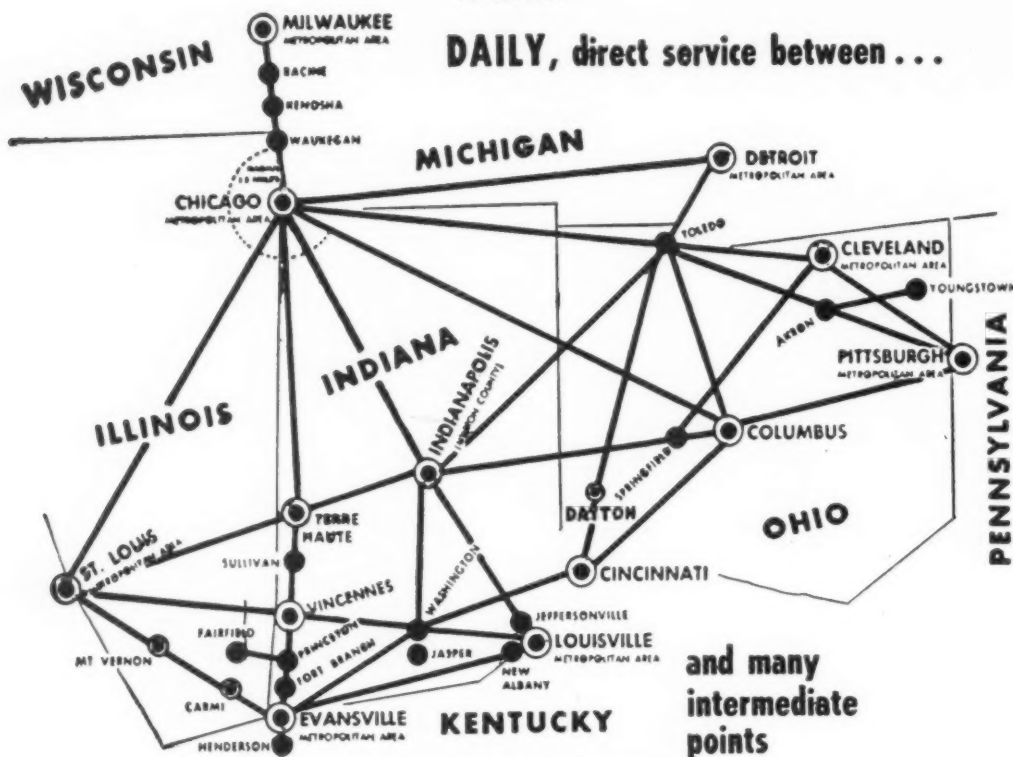
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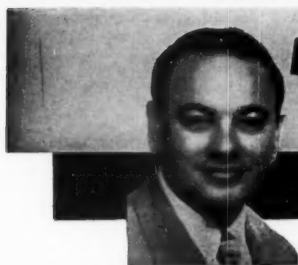
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Shipping Management — National Hi-Way Shipper



MOTOR CARRIER DICTA



BY DAVID AXELROD

"hot cargo" clause

Whether or not a carrier may validly refuse to handle tendered goods while operating under a union contract with a "hot cargo" clause is a question which the United States District Court (for the Western District of Oklahoma, Western Division) recently held was to be answered in terms of the individual factual situation. This clause provides that workers do not have to handle goods declared unfair by their union, and in connection therewith a suit was brought for treble damages under the Sherman Anti-Trust Act.

The Interstate Commerce Commission had previously found that the refusal of certain motor common carriers to accept and transport interstate shipments tendered to them was unlawful and in violation of the terms of their certificates of public convenience and necessity. Accordingly, it entered cease and desist orders requiring them to accept the tendered shipments.

Although the Court held that there was no evidence that the carriers had acted in concert, so that there could be no recovery under the conspiracy charge, the complainant was allowed to amend its suit for the purpose of stating separate causes of action against the individual concerns for the breach of their duty as common carriers.

Pointing out that no court has determined the exact question of whether "hot cargo" clauses are necessarily illegal in carriers' contracts, the Court said, "A declaration unqualifiedly striking down such clauses is unwarranted," and added that "The 'hot cargo' clause affords the defendants no protection under the facts of the case."

operating authorities

In recent cases, the Commission has had occasion to construe operating rights. In one case, authority to haul "buildings, complete, knocked down, or in sections, including all component parts, materials, supplies, and fixtures, and when shipped with such buildings, accessories used in the erection, construction and completion thereof" includes the right to transport

component parts, materials, supplies, and fixtures, either independently of or in connection with the transportation of buildings.

In another proceeding, authority to haul canned and preserved food stuffs was held not to include the right to transport gum, tea, dessert preparations, candy, macaroni, noodles, yeast, cheese, rice, salt, sugar, nuts, coffee, seeds, or similar commodities.

In a third case, authority to transport maltose (malt sugar) was construed so as not to give the carrier the right to haul granulated sugar.



common control

The principle was reiterated recently by the Commission that it will not issue operating authority to an individual who wishes to haul his own products and concurrently to serve the general public (1) if his private carriage will be used to subsidize the proposed for-hire operation, or (2) if the for-hire transportation service will be so interrelated to his private transportation activities as to permit him to take advantage of shippers or competing carriers.

On the other hand, it was pointed out by Division 1 that should a permit be granted, it will be issued subject to the conditions (a) that the carrier shall maintain completely separate accounting systems for his private and for-hire operations, and (b) that the carrier shall not at the same time, in the same vehicle, transport property both as a for-hire carrier and a private carrier.

rates

A motor common carrier owning a substantial amount of trailers, but not any motive power, since it used owner-operators, proposed to establish certain reduced rates.

The Commission, with three Com-

missioners dissenting, although sanctioning the rates as reasonable, noted that there was some merit to the argument that the cost data shown by the carrier did not reflect the full, actual cost for performing the whole service, in the sense that the data did not include the actual operating costs incurred by the owner-operators.

In another case, involving a joint rate proposal, where a proposed reduced rate was to apply over the joint lines of two motor carriers, since neither had operating authority to move the traffic from origin to destination without interchange, Division 3 approved the proposed schedules as reasonable, even though only one of the two carriers appeared and submitted evidence.

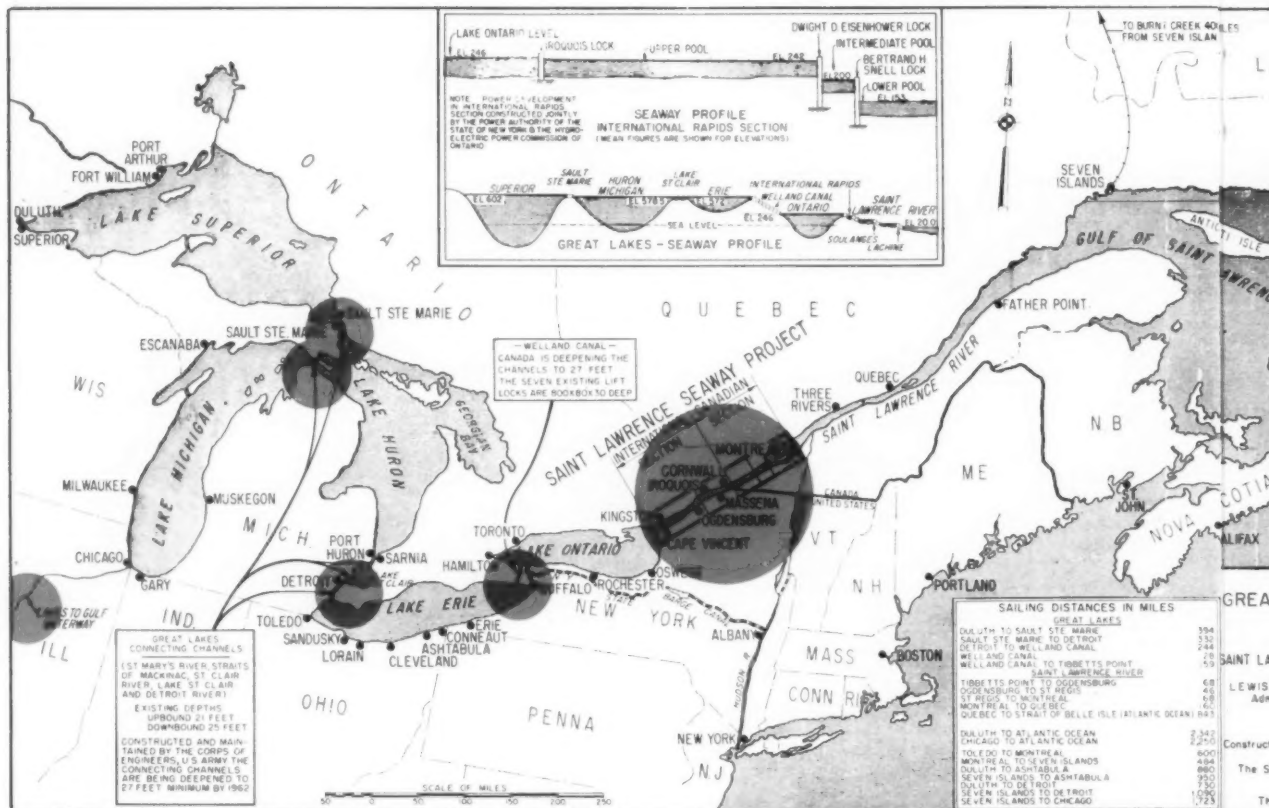
In a case where a motor freight bureau, in an investigation and suspension rate proceeding, filed a protest but failed to enter an appearance or submit evidence, Division 3 pointed out in strong language that such a practice was an harassment which might well lead to depriving an individual carrier of its free and unrestrained right to take independent action as guaranteed by Section 5a (6) of the Interstate Commerce Act.

convenience and necessity

Where an application was supported by one consignor, but where the consignees were required to pay the transportation charges on the commodity involved, the Commission denied the application. Reason? The consignor had no control over the selection of the transportation service to be utilized, could not pay any transportation charges, and could not guarantee that the applicant carrier would be favored with any of the traffic in the event that the application were granted.

In a case where after a motor carrier's application was denied and it had filed again for authority, a protesting carrier contended that the prior disposition should control the subsequent action, the Commission pointed out that the legal doctrine of "res judicata" (meaning "the matter has been adjudged.") is not applicable in connection with the exercise of its own quasi-judicial functions.

Seaway—



Swinging into high gear, from Lake Superior to the Atlantic, port cities along the St. Lawrence Seaway are feverishly improving their harbors in anticipation of next April's official opening of the waterway.

What will these improvements hold in store for the distribution executive? Which ports will offer him the most efficient shipping, receiving, handling, and warehousing installations, equipment, and techniques?

For the answer to these all-important questions, *Shipping Management-National Highway Shipper* has just completed a grand tour of the Seaway area. Here's what it saw.

Port of Cleveland. Harbor improvements are well underway at Cleveland. Jumping the gun, last year the city opened its first dock designed to accommodate full-sized, ocean-going vessels. The building of a variety of

transit sheds; open warehousing facilities; truck operating areas; and wide aprons adjacent to the pier is in the offing.

Elsewhere, the Port of Cleveland has arranged for an additional 1800 feet of bulkhead and wharf construction. Upon the fulfillment of its blueprint, the harbor will have 12 berths capable of handling ocean-going cargo carriers speedily and efficiently.

Outlook: William C. Rogers, Director of Port Control, says that his organization is working very closely with traffic executives and other interested parties to make Cleveland's installations and techniques up-to-date, functional, and effective. If the present harbor construction and improvement pace is maintained, Cleveland will certainly be as ready as any port on the Seaway for deep-draft cargo vessels.

Port of Chicago. Chicago is moving ahead at full speed to capitalize on

the expected upsurge in trade to be generated by the opening of the Seaway. An expansion program costing more than \$37 million is being pushed towards completion.

Two berths—with an annual cargo capacity of 250,000 tons—should be ready by January 1st, while improvements covering Lake Calumet docking facilities, aimed at accommodating six seagoing freighters, are moving ahead.

first phase

Meanwhile, the first phase of the Lake Calumet Development Program was completed last summer. Two elevators were built; truck and barge facilities were opened; and actual utilization of the installation began.

Chicago's master plan further calls for the construction of the largest integrated trucking facility in the city and one of the largest in the world. Approximately 200 acres of land will be used in the creation of this unit. An-

Great Lakes Port Report



other blueprint calls for additional structures to be used for the storage and handling of inbound and outbound cargo.

Outlook: According to Maxim Cohen, General Manager, Chicago Regional Port District, Chicago will be ready and able to meet the challenge of the Seaway six months from now.

Port of Detroit. Oddly enough, though Detroit stands athwart of the Seaway and has been listed as one of the cities which could benefit most from the opening of a deep-draft route through the Great Lakes, up until only recently it held back on construction and improvements. Now, even under a crash program, it is extremely unlikely that Detroit will be anywhere near ready to cash in on the expected upswing in waterway traffic when the Seaway opens.

According to Carlis J. Stettin, Director, Port of Detroit Commission,

under consideration is the building of a series of berths along 1,184 feet of frontage on the Detroit River. The construction of a pair of transit sheds, each 57,000 square feet in area, is also being discussed. Roads, providing speedy access to and from port facilities for cargo laden trucks are being blueprinted.

Outlook: Detroit is far behind in its Seaway plans and will probably lag in back of comparable Great Lakes-port cities for quite some time to come.

Port of Montreal. Well equipped and strategically located, Montreal has long been one of North America's most important maritime centers. With the completion of the Seaway, its stock should skyrocket.

multi-million project

Last year, a \$57 million program, designed to develop the port's grain elevator system, bolster its docks, and erect new transit sheds moved into high gear, along with an extensive campaign of harbor deepening.

New wharf facilities blueprinted include a 700 foot grain unloading jetty; 9,000 feet of additional pier space for the handling of general cargo and bulk commodities; and an oil dock. An intricate network of commercial roads, providing for streamlined access to and from the harbor, is also in the works.

The outlook: Montreal, of all the ports on the Great Lakes, will be willing, ready, and able to capitalize on the expected spurt in Great Lakes traffic predicted for next year.

Port of Buffalo. Out to capture its share of Seaway cargo, Buffalo is currently in the midst of an intensive harbor deepening program. It is also preparing to purchase and improve docks, warehouses, and other marine units adding 3,000 feet of public lake frontage to Buffalo's port area.

Recently, in a move aimed at reviving the Port of Buffalo as an important Lakes-Europe package freight center, the city leased a municipal pier to a major foreign ship line, handling general cargo.

The outlook: Buffalo is moving ahead. By April, it should be operating effectively as a Seaway port of call.

Port of Milwaukee. Big plans and bigger dreams have Milwaukee in their grip. Some 20 acres of submerged land are being enclosed and sealed to support a mammoth pier.

The largest single development in Milwaukee's history, South Pier Number Two will cost \$6 million and will be completed in 1960. Two terminal buildings, each providing 75,000 square feet of storage space will be built adjacent to the dock, while easy access for motor vehicles will stem from a harbor road-building and improvement project.

Port of Superior-Duluth. A 120-acre public marine terminal is being built, the first section of which—berths for three vessels of the largest ocean-going type—will be finished in time for the Seaway's opening. Already in operation are seven grain elevators; five coal docks; a shipyard and drydock; and three large warehouses.

Freight rates, Superior-Duluth holds, favor the port over all other Great Lakes cities on goods destined for points as far south as Denver and as far west as the Rockies.

Port of Toledo. With a natural, wide channel and a location that places it close to the nation's industrial centers, Toledo is in an ideal position to grow as a world port. A 65-acre waterfront area is now being developed and more effective sea-surface links are being established.

canal tie-in

Port of Oswego. Oswego is a link between the St. Lawrence Seaway and the New York State Canal System. As such it offers enormous possibilities to shippers. An 800 foot detached breakwall, designed to protect harbor shipping, is one of the key steps being taken by the port to prepare for the Seaway's opening. In prospect: Construction and improvement of harbor facilities and dredging.

Port of Green Bay. Streets and highways leading to the docks are being readied for trucks laden with Seaway-destined freight. A new pier to accommodate two seagoing vessels and a two acre terminal, with plenty of storage space, are being built.

Port of Muskegon. Ready: One complete terminal to handle general and bulk cargo. Almost ready: A second

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terminal, oriented to package freight. In the blueprint stage: A third terminal unit—described as one of the most modern ever designed. The Port of Muskegon also has a Shipping Agency and Freight Forwarder Bonded Warehouse.

Port of Ashtabula. A private corporation is currently building two 2,000 foot long docks, providing berthing space for eight vessels at a time. Sea-land links are being bolstered.

Port of Ogdensburg. Plans to develop facilities. Thus far, however, is lagging in Seaway developments.

Port of Rochester. Freight handling facilities already operative include a Municipal Terminal for general cargo and the Genesee Docks for bulk cargo. Modern, dockside warehousing structures adjacent to the city-owned terminal have an overall storage space of close to 70,000 square feet. Other marine construction and improvements are getting underway.

Port of Sault Ste. Marie. A deep-water wharf—costing between \$3 million and \$4 million—is being blueprint. Dredging also on Sault Ste. Marie's agenda for opening of the Seaway.

high-powered warehousing speeds trading stamp gifts

Operating out of an ultra-modern, super-efficient, 64,000-square foot warehouse in South Hackensack, New Jersey, the Stop and Save Trading Stamp Corporation is the newest entry in America's intensifying super-market "give-away" derby.

Founded a little more than a year ago, the firm has already entrenched itself as a highly popular favorite with stamp-licking housewives buying their groceries at the 3,700 independent and 400 Grand Union stores serviced by Stop and Save. The reason? "Triple-S's" wide variety of give-away products and the efficiency with which it translates a book of stamps into a premium item.

Running 32 redemption centers—stocking 1,500 assorted gifts—Stop and Save has based its entire program on effective distribution. In the trading stamp field, it can't be any other way. Delivery time is of prime importance. A shopper turning in her stamp book wants her premium immediately. She doesn't like to be told that the item she's selected is out of stock and that she'll have to wait until a fresh consignment reaches her redemption center.

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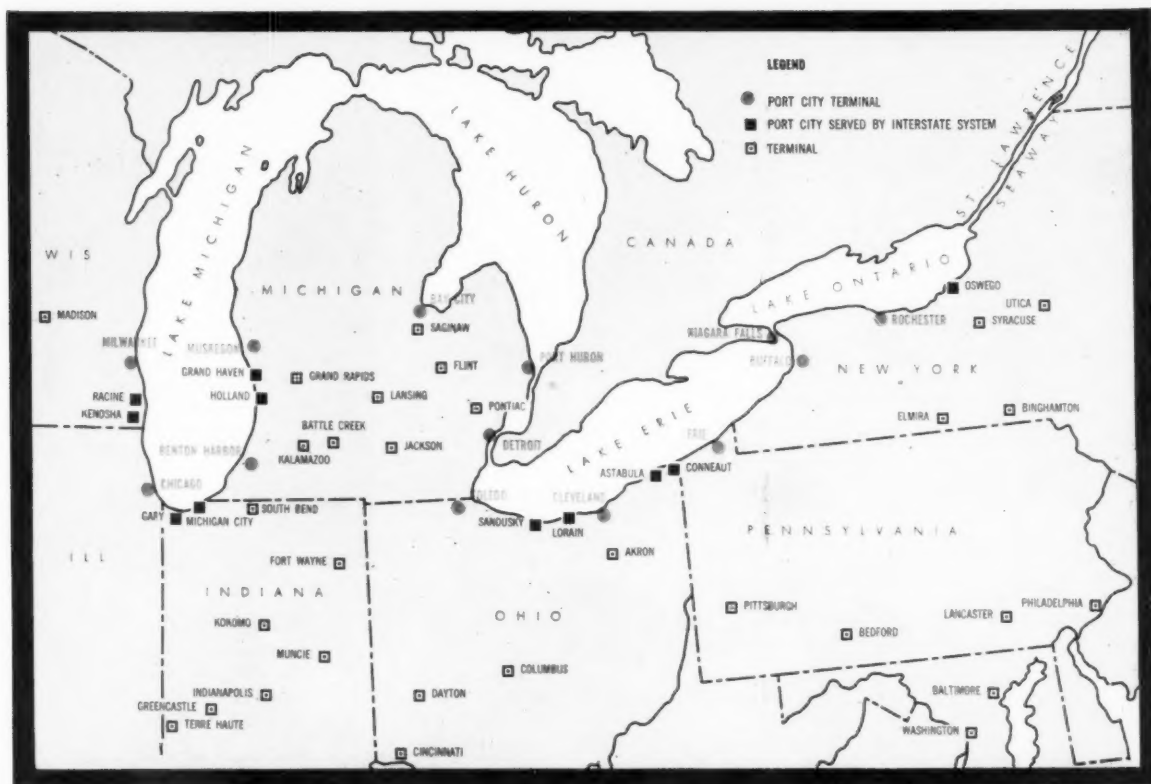
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LAS VEGAS



Shipping Management—National Hi-Way Shipper

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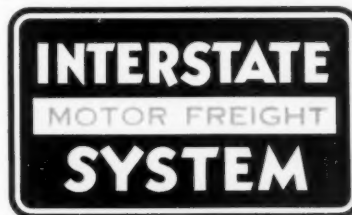
Interstate Motor Freight System connects the St. Lawrence Seaway with all major U. S. highways and cities by maintaining terminals in nearly all major port cities. Interstate System also serves a large number of secondary port cities.

Established contacts, comprehensive facilities and the experience of routing shipments by land and sea are reasons why you should specify Interstate System for both inbound and outbound foreign and domestic freight.

Interstate Motor Freight System has 52 terminals in 18 states east of the Mississippi River. We also offer exceptional coast-to-coast service to or from points named in Rocky Mountain Tariffs. Our midwest carrier is Prucka Transportation, Inc.; our West Coast carrier is Garrett Freightlines, Inc.

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lem with a mechanized and streamlined central warehousing system, geared to keep every one of his organization's redemption centers stocked with the goods it needs.

Here's how the Stop and Save system works: Fast, dependable transportation is a key element in the operation. Premium item shipments totaling 20 tons a day are received at the South Hackensack facility and are immediately unloaded at its 10-truck receiving dock.

By maintaining a fast-paced transport schedule ensuring a steady flow of merchandise, "Triple-S" is able to keep its warehouse inventories at a minimum and see to it that outbound orders leave on schedule, with a minimum of backing up. By eliminating its dependence on huge reserve stocks, moreover, the trading stamp firm has found ample space in its warehouse for quantities of all of the 1,500 items it distributes.

Effective handling and storage procedures also contribute heavily to the huge success the company is currently enjoying. The moment incoming shipments arrive, up-to-the-minute mh devices move up, lift their loads, and transport them to their appropriate storage areas. Every pallet load of material handled in this fashion is stacked on steel racks to prevent crushing and to ensure delivery to customers of premium items that are in perfect condition.

Foolproof inventory record-keeping procedures and a smooth-as-silk order picking system enables "Triple-S" to move goods out of its warehouse speedily, easily, and economically—completing a receiving-handling-storage-and-shipping cycle that has boosted it to a position of leadership in the rough-and-tumble trading stamp field.

TRAFFIC CALENDAR

OCTOBER

October 14-16. Society of Industrial Packaging and Material Handling Engineers, at National Industrial Packaging, Handling and Shipping Exposition. Chicago, Ill.

October 25-26. Delta Nu Alpha Transportation Fraternity. Minneapolis, Minn.

NOVEMBER

November 5-6. Central Western Shippers Advisory Board. Salt Lake City, Utah.

November 16-21. American Trucking Associations. Miami Beach, Fla.

November 17-19. National Foreign Trade Convention. New York, N. Y.

November 20-21. National Industrial Traffic League. New York, N. Y.

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LUzon 4-0040

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CHECK NO. 27 ON HELP-O-GRAM CARD

FREE! PAGE 56

New Products

(Continued from page 26)

hose & cable bridge

Recently developed by the Calumet Steel Castings Corporation is a flexible, interlocking hose and cable bridge, for use in preventing damage from heavy wheel traffic. Integrally



cast interlocking joints at each end of assembly permit the attachment of any number of units, as they are needed. (check 95 on Help-O-Gram card)

lightweight conveyor roller

Simplified package and carton handling are promised by an improved, lightweight conveyor roller, announced by the E. W. Buschman Company.

The device features "Spring-O-Matic" axle construction and reportedly permits quick and easy insertion or removal of the roller from the frame. Conveyor sections are available in 12" and 18" widths from stock, and in widths from 6" to 30" on special order. The roller itself is 13.8" in diameter and has an 80 pound capacity rating. (check 96 on Help-O-Gram card)

electric lift truck

All electrical contacts and hydraulic controls can be exposed for repair and maintenance in less than 60 seconds on the "Brute," a new electrical stand-up lift truck available from the Hustler Corporation.

The system? Unlock and swing the steering post to the rear. Then lift the hinged truck top 90 degrees. All controls are located on the lid.

Other features: 2,000, 2,500, and 3,000 pound capacities at 24" load; 6½ mph; a 48" turning radius; and a standard mast 68" high, with a 33" free lift.

(check 97 on Help-O-Gram card)

October, 1958

Get high-speed, uninterrupted stitching with

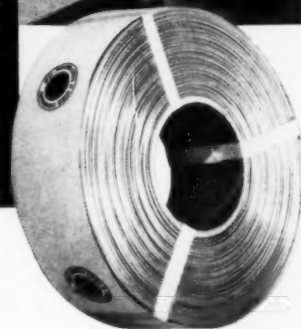
MID-STATES

For faster, less expensive production and packaging, count on Mid-States—a leader for over half a century. Across the nation Mid-States is known for consistent high product quality and cost-cutting know-how.

Mid-States Stitching Wire gives you frictionless, uniformly smooth flow—off the coil and through the stitching head—to assure high-speed, uninterrupted operation.

Available in 5, 10, 25 and 50 lb. coils. All standard gauges. Special gauges on request. Galvanized and copper-coated finishes.

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MID-STATES STEEL & WIRE COMPANY
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CHECK NO. 8 ON HELP-O-GRAM CARD

INDEPENDENT TRUCKERS, INC.

Terminals
Chicago—Danube 6-4211
Denver—Alpine 5-4871
Omaha—Regent 3333
Sioux City—2-0661

Executive Offices: 4684 Leavenworth, Omaha, Neb.

CHECK NO. 15 ON HELP-O-GRAM CARD

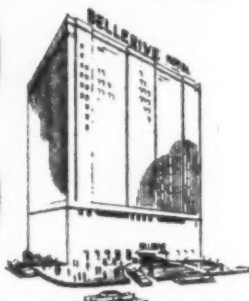
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where to get help

Seaway directory

Designed to serve the needs of the Seaway-oriented distribution executive requiring a complete list of the more than 30,000 companies, organizations, and individuals connected with Great Lakes-St. Lawrence shipping, a 500 page pocket-size guidebook—"The 1958 Seaway Maritime Directory"—is available from the Seaway Publishing Company, St. Clair, Michigan.

Ports represented in this first edition include Buffalo, Chicago, Detroit, Duluth-Superior, Erie, Hamilton, Kenosha, Milwaukee, Montreal, St. Clair River District, Toledo, and Toronto.

maritime handbook

Traffic departments utilizing the Seaway will be confronted with an entirely new transport jargon once the waterway opens next year. Pinpointing essential terms and descriptions, a 56-page booklet has been published by the Chicago & North Western Railway and is available free to shippers requesting it.

"Consular invoice," "non-dumping certificate," "consumption permit," and "sea documentation" are only a few of the hundreds of import-export terms analyzed in this handy guide. Moreover, in addition to its extensive glossary, the handbook explains such brain-teasers as the conversion factors to apply in determining the length, weight, or volume of shipments and a variety of export procedures.

seaway port sources

Specific shipping question? Want to find out the facilities available for Seaway shipping at key waterway ports? The following firms and organizations stand ready to supply you with the answers you need, free of charge:

U.S.-African trade—Farrell Lines,

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Specialists in the Transportation & Warehousing of Steel & Steel Products.

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Equipment for all steel hauling, any length. Pole Trailers, Flat Beds, Low Boy Trailers.

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CHICAGO, ILL.	Cliffside 4-2222
DECATUR, ILL.	2-3697
DETROIT, MICH.	Tyler 8-9700
GRAND RAPIDS, MICH.	Cherry 5-1173
HOLLAND, MICH.	6-7520
KALAMAZOO, MICH.	Fireside 3-1371
KANKAKEE, ILL.	2-7935
MILWAUKEE, WISC.	Mitchell 5-0075
PEORIA, ILL.	7-7766
SOUTH BEND, IND.	Atlantic 7-2355
SPRINGFIELD, ILL.	7538
ST. LOUIS, MO.	Evergreen 5-2429
THREE RIVERS, MICH.	2-8183

McNamara Motor Express

Executive Offices: Kalamazoo, Mich.

CHECK NO. 54 ON HELP-O-GRAM CARD

26 Beaver Street, New York 4.
 Port of Milwaukee—Industries Division, Milwaukee Association of Commerce, 611 North Broadway, Milwaukee 2.
 Port of Montreal—St. Lawrence Municipal Bureau of the City of Montreal, 523 Dominion Square Building, Montreal.
 Port of Erie—Erie (Pa.) Port Commission, City Hall Annex, Erie.
 Port of Toronto—Toronto Harbour Commissioners, 60 Harbour Street, Toronto 1, Canada.
 Port of Cleveland—Cleveland Chamber of Commerce, 402 Union Commerce Building, Cleveland 14, Ohio.
 Port of Kenosha—Mayor Eugene R. Hammond, City Hall, Kenosha.
 Port of Rochester—Industrial Development Council, Rochester Chamber of Commerce, 55 St. Paul Street, Rochester.
 Port of Duluth-Superior—Superior Board of Harbor Commissioners, City Hall, Superior.

truck dock guide

Data packed and filled with clear, easy-to-follow diagrams, a new booklet—tailor-made to the needs of the distribution executive whose shipping and receiving operations begin and end with the trailer-truck dock—is now available.

Included in the 12 page handbook is such information as the makeup of the "modern" dock; the dimension ranges of conventional trailers; and rig length limits, by states. Apron space requirements are also explored in depth.

Copies of the booklet are priced at 50 cents each and may be purchased from the Truck Trailer Manufacturers Association, Washington 5, D. C.

office timesavers

Hundreds of unique, thoroughly tested, and highly workable clerical procedures—evolved by some of the nation's leading companies—make "Practical Office Timesavers" a veritable treasure trove of new ideas designed to expedite paperwork.

The office techniques cited in this 305-page book, published by Mc-

Graw-Hill, were submitted to the National Office Management Association by its members. For ease of reference, they have been grouped under such headings as "gadgets," "methods," "forms," "reports," "supplies," and "tricks of the trade."

Each idea is broken down to demonstrate graphically how a given operation was performed before the time-saving system was initiated, how the newly-instituted idea actually works, and what it has already achieved in terms of cost reduction and more efficient paperwork.

Price of this valuable aid to better office procedures: \$5.00.

air freight map

Tailor-made to the needs of the air freight shipper is a new map showing 503 major U.S. airport cities.

Available free of charge from the Emery Air Freight Corporation, the map also depicts the six key routes over which the major proportion of America's international air cargo shipments pass.



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sealing tape...

enables the shipper to deliver box shipments anywhere, with confidence that the contents will be free from any penetration by dust, dirt or moisture. If you have a particular taping problem, your first move should be to get some RED STREAK sealing tape samples.

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 St. Louis, 4378 Lindell Blvd. • Ft. Worth, 2416 Cullen St. • San Francisco, 420 Market St.

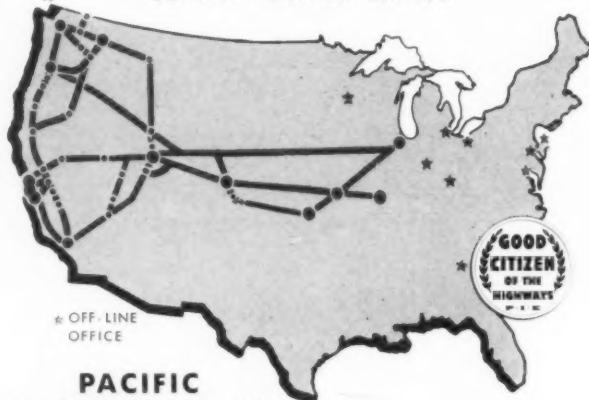
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Shippers agree
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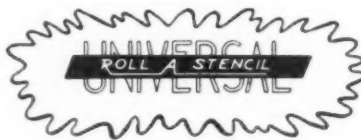
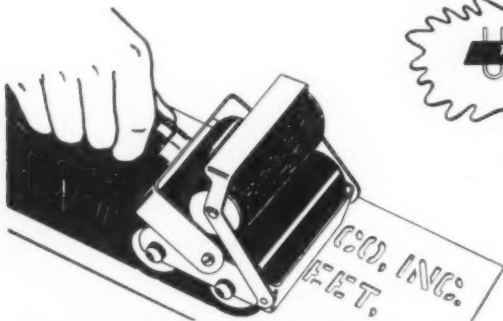
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A BRAND **NEW** WAY TO STENCIL ADDRESS YOUR SHIPMENTS . . .



"LIKE ROLLING ON A RUBBER STAMP"
it's so easy - and by actual test, more than
3 TIMES FASTER than any other stenciling
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Our surveys show that shipping departments welcome this completely new and faster method - **Order your set today on a money back guarantee.** Set shown includes pint can of ink and pouring spout . . . **\$10.50** plus postage.

UNIVERSAL FOUNTAIN BRUSH CO., St. Petersburg, Florida

CHECK NO. 18 ON HELP-O-GRAM CARD

"fishyback" growing as key water transport technique

A coordinated truck-ship operation being followed intently by distribution executives, "fishyback" may be on the verge of an important new break-through. Shipping Management-National Hi-Way Shipper has learned that the Matson Navigation Company has planned the conversion of a number of C-3 vessels to container ships on its run between the U.S. and Hawaii.

Basically, the Matson plan closely parallels the "fishyback" system already being utilized by the Pan-Atlantic Steamship Company, operating along the Eastern Seaboard. Whereas the truck trailers loaded aboard Pan Atlantic's vessels are 35 feet long, however, Matson has tentatively decided that the units it will employ will be 25 feet long, 8 feet wide, and 8 feet high.

How does "fishyback" work? According to the Waterman Steamship Corporation, operating trailership service between Puerto Rico and the U. S., loaded truck trailers are driven to shipside. The trailer body is then lifted from the truck chassis by a specially designed, heavy-duty crane, secured on board, and transported.

Reaching its destination, the trailer is lowered to a second truck chassis, made fast, and moved over-the-road. Result: Import time may now be measured in hours, rather than days.

Commercial interests, though, aren't the only groups interested in "fishyback." The Navy has long been intent on designing a lift-on, lift-off vessel.

naval vehicle carrier

Pointing the way, it has come up with a vessel—the USNS Comet—which is the first ship built anywhere that is specifically constructed to serve as a vehicle carrier. The Comet is tailor-made for point-to-point transportation of self-propelled, fully loaded, wheeled and tracked vehicles of the armed forces. Through a series of ramps, up to 700 vehicles of all types can be driven right onto the Comet and off again at the craft's port of destination.

With the opening of the St. Lawrence Seaway next April, "fishyback" is expected to receive an additional boost. A variety of inland waterway carriers are already pushing ahead with plans for the establishment of lift-on, lift-off, roll-on, roll-off service which would link the ports of the Great Lakes with the Eastern seaboard and other points.



CARGO CURRENTS

Stemming from the stepped up tempo of both cargo and passenger traffic between the industrial Great Lakes area and the expanding markets of South America, REAL-Brazilian Airlines has shifted its U.S. headquarters from Miami to Chicago. The Brazilian carrier, operating a fleet of 128 transports and servicing 241 cities, is South America's foremost airline.

Starting November 1st, Alitalia will fly to Karachi and Bombay, India, thus furnishing American shippers with additional single-airline service to the Far East.

Current plans call for the carrier to make the trip on a twice-a-week basis — once via Rome and Athens, and once via Rome and Teheran.

Seeking to haul air freight between Miami, British Honduras, Nicaragua, Ecuador, and Peru, TAN Airlines (Transportes Aereos Nacionales) has petitioned the Civil Aeronautics Board for an amendment to its foreign air carrier permit which would make such service possible . . . The Scandinavian Airline System has inaugurated twice weekly sky freight service between Montreal and Stockholm and Copenhagen.

Shape of things to come! A British Overseas Airways Corporation DeHavilland Comet has smashed the trans-Atlantic speed record for civilian aircraft with a sizzling 6 hour-27 minute flight from New York to Hatfield, England. The Comet's time was 1 hour and 17 minutes under the previous mark for the distance, set by an El Al Airlines Britannia turbo-prop last January.

Newly expanded DC-6A Cargoliner schedules, launched by United Air Lines, are moving into high gear, providing shippers with improved coast-to-coast sky freight service.

Westbound runs from the New York area have been increased from three to four flights daily, a total outbound weekly lift of 600,000 pounds. In addition, United's

new service includes DC-6A flights from New York to Cleveland to the West Coast, and one-stop all-cargo hops to San Francisco.

Also underway are non-stop cargo runs from Chicago to San Francisco and Los Angeles.

Continental Airlines has applied to the Civil Aeronautics Board for permission to establish new cargo and passenger routes linking the cities of Florida, Atlanta, and Houston, with the West Coast.

A streamlined document package, designed to cut red tape and save time, has been made available to shippers by Air Express International. The new aid combines in a single packet the usual consignor's letter of instruction and necessary customs export declarations.

Result: Users may now complete all routine paperwork in a single operation.

British Overseas Airways and Middle East Airlines have concluded a pooling agreement to sell their combined services on routes between Britain and Near East points.

Affected are BOAC and MEA flights between Lebanon and the British Isles and between the Persian Gulf, Europe (excluding Turkey), and Britain.

Just announced by the Emery Air Freight Corporation are two new commodity rates, lowering the charges on sky shipments of printing plates and electros, and on motion picture film and TV tape . . . A newcomer to the steadily widening circle of international air carriers, Lan-Chile Airlines has launched twice-a-week service between Florida and South America. The line, owned by the Chilean government, operates between Miami and Panama, Lima, Santiago, Buenos Aires, and Montevideo. Equipment: 7 DC-6Bs.

WING



TIPS

Ship through New York International or LaGuardia Airport?

Here, for your convenience, is an up-to-the-minute roster of major international air cargo carriers operating out of both fields, with the destinations and number of weekly freight flights scheduled by each airline:

Aerolineas Argentinas—U.S.—South America—3 flights

Aeronaves de Mexico—U.S.—Central America—7 flights

Air France—U.S.—Worldwide—22 flights

American Airlines — U.S.—Mexico-North American points—44 flights, plus 1 all-cargo

Avianca—U.S.—South America—9 flights

Braniff Airways—U.S.—South America—6 flights

British Overseas Airways Corporation—U.S.—Worldwide—25 flights

Cinta—U.S.—Chile—3 flights

Cubana Airlines—U.S.—Cuba—7 flights

Eastern Air Lines—U.S.—Puerto Rico—103 flights

Iberia Air Lines of Spain—U.S.—Europe 4 flights

Icelandic Airlines — U.S.—Europe — 4 flights

Israel National Airlines (El Al)—U.S.—Europe-Near East—4 flights

Linea Aeropostal Venezolana—U.S.—South America—6 flights

Lufthansa—U.S.—Europe—7 flights

National Airlines — U.S.—Cuba — 14 flights

Northwest Airlines—U.S.—Far East—11 flights

Panagra-National-Pan American — U.S.—South America—14 flights

Pan American World Airways—U.S.—Worldwide—116 flights, plus 15 all-cargo

Qantas—U.S.—Australia—2 flights

Riddle Airlines—U.S.—Puerto Rico-North American Points—5 flights

Royal Dutch Airlines (KLM)—U.S.—Worldwide—18 flights, plus 5 all-cargo

Sabena Belgian Airlines—U.S.—Worldwide—23 flights

Scandinavian Airlines System — U.S.—Worldwide—31 flights

Seaboard & Western Airlines—U.S.—Europe—7 all-cargo flights

Swiss Airlines (Swissair)—U.S.—Worldwide—7 flights, 1 all-cargo

Trans-Canada Air Lines—U.S.—Canada—124 flights

Trans Caribbean Airways—U.S.—Caribbean—4 flights

Trans World Airlines (TWA)—U.S.—Worldwide—42 flights, plus 1 all-cargo

United Air Lines—U.S.—North American Points-Hawaii—22 flights

Varig Airlines—U.S.—South America—3 flights

Alitalia (LAI)—U.S.—Europe-Near East—7 flights

The Indian Airline Corporation has been admitted to active membership in the International Air Transport Association, bringing the total number of carriers in the organization to 85 . . . West Coast Airlines has received its first Fairchild F-27 propjet.

Suggesting ways and means of improving all facets of air freight handling on the ground—from shipper through air terminal to destination—a new handbook has been issued by Air Cargo, Incorporated. Title: "Pickup And Delivery Guidebook."

Capital Airlines has filed an application with the Civil Aeronautics Board for authority to extend its cargo and passenger service west from Birmingham, Alabama, to San Antonio, Texas, via Dallas and Fort Worth . . . Racing ahead with its plans to be one of the first U.S. air carriers to provide domestic jet service, American Airlines has ordered 50 additional jet airliners for delivery in '60, '61, and '62.

So sensitive that even a bend of 7/16 of an inch could render it useless, a 1,400-pound electronic unit was recently transported by air from New York International to Europe.

Consisting of 60 individual parts, the delicate instrument—known as a "repeater"—is designed for use in the second trans-Atlantic telephone cable system being built by the Long Lines Department of the American Telephone & Telegraph Company, in conjunction with French and German agencies.

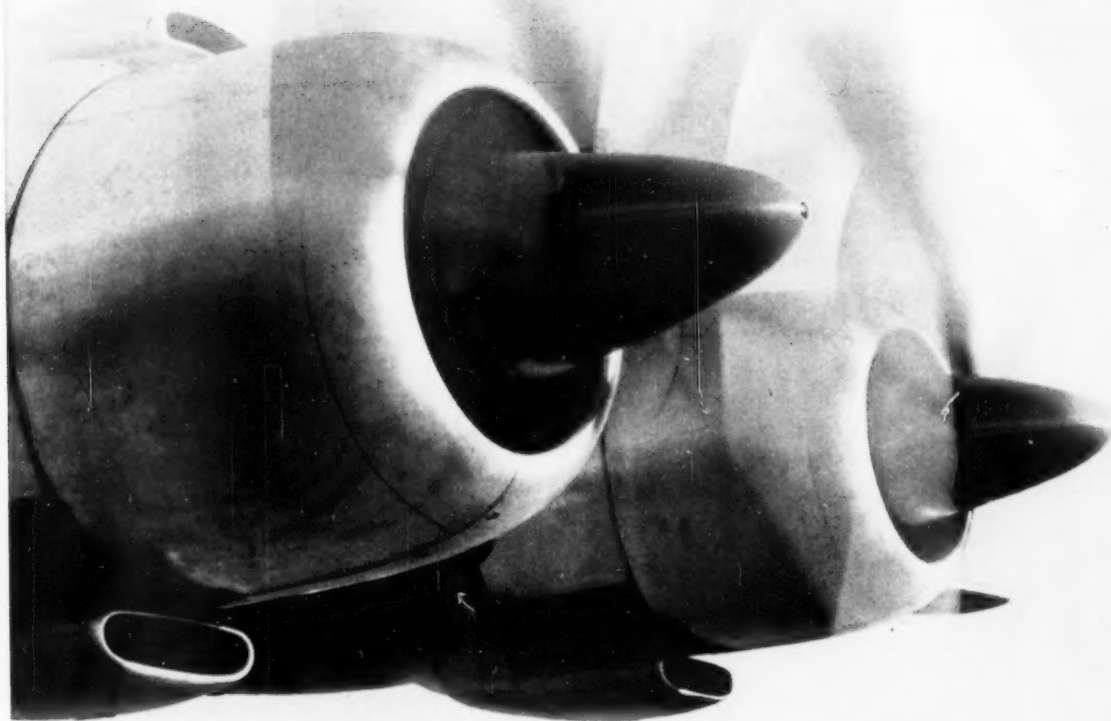
Because of its frailty, the "repeater" was shipped in a 35-foot, cushioned, aluminum container. Since the slightest impact could impair the equipment's value, its container was equipped with sensitive shock recording instruments.

Pan American World Airways handled the shipment.

SHIP BIG VIA SWISSAIR CARGOLINER

To all Europe and beyond
New DC-6A equipment
All-cargo flights, Tuesday and Friday.
Additional
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OFFICES IN PRINCIPAL CITIES THROUGHOUT THE U. S. A. AND CANADA

DC-6A SCHEDULE EFFECTIVE TUESDAY, OCTOBER 28th, 1958
CHECK NO. 2 ON HELP-O-GRAM CARD

October, 1958

Mile by Mile

WILSON

TRUCK COMPANY



**8 TERMINALS
250 TRACTORS
280 SEMI-TRAILERS**

OCEAN B / Ls

Actually, however, while differing in form and scope from B/Ls pertaining to the transport of merchan-

Briefly, ocean B/Ls contain a complete description of the goods being shipped; the consignment's port of departure, and the port, name, and

Like the domestic bill of lading, the ocean B/L may be either a straight or an order bill of lading. The straight B/L is a non-negotiable document and permits the receiver to take delivery of a consignment without presenting a copy of the B/L, except where it is needed for identification purposes.

The number of copies of a given B L that must be filled out depends on the destination of the shipment involved. In some instances, as many as 50 copies must be prepared in compliance with the export-import laws of foreign countries.

If the shipper prefers, however, he may guarantee the safety of his cargo. In this event, he'll be awarded a "clean" bill of lading, having assumed full responsibility for en route loss and damage attributable to faulty packaging.

The distribution executive should also bear in mind that the vast majority of ocean B Ls are prepaid. Some shipments, however, may be made with covering collect B Ls—providing the carrier has agreed, in advance, to this arrangement.

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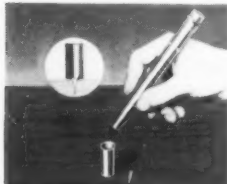
WORLD'S NO.1 INDUSTRIAL MARKER!

King Size Flo-master Felt Tip Pen

Marks **BIG** and **BOLD** on any surface! Especially designed for heavy duty use at your Shipping Room Table - Factory Bench.

King Size Flo-master has a greater ink capacity, uses larger felt tips (up to 1" wide) than any other marking instrument. For use with:

- Transparent marking inks, all colors
- Paint-like, opaque pigments, all colors
- Most industrial solvents



Dual-purpose, snap-on cap may be screwed to table or work bench as a convenient, permanently-secured receptacle. Installed as shown, receptacle is airtight, keeps felt tip always moist, clean and free from factory dust and dirt, always ready for instant-marking on metal, glass, wood, plastics, rubber, fabrics.

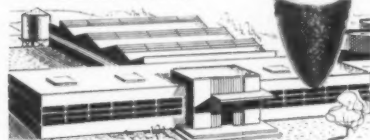
By the makers of the pocket-size Flo-master Felt Tip Pen - "The Standard of all Industry."

At your marking equipment supplier - or write direct to

Dept. SM-5

**CUSHMAN
& DENISON**

Carlstadt, New Jersey



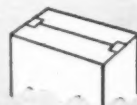
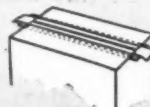
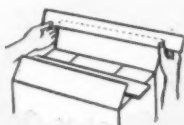
QUALITY PRODUCTS FOR 75 YEARS
CHECK NO. 47 ON HELP-O-GRAM CARD

FOUR STEPS TO SAFER

● Target: Poorly sealed containers, inviting pilferage, loss, and damage to Seaway consignments. One effective solution: A better comprehension of the mechanics involved in sealing with gummed tape.

To begin with, always bear in mind

normal circumstances, this provides a fairly effective sealing surface. The hitch is, however, that sometimes you come up against an unusually smooth, highly glazed surface. Result: Tape slides and slips, failing to establish a firm grip.



that the physical characteristics of paperboard surfaces strongly influence sealing efficiency. If top-notch gummed tape adhesion is to be attained, therefore, you must first take into account your carton surfaces.

On some corrugated paperboard containers, the outer surfaces are smooth, non-porous, and glossy. Under

When this happens, experts suggest, use a little less water to condition your glue. In most instances, the tape will then stick without any extra rub-down pressure, affording adequate protection to your packaged merchandise.

In using kraft containers—rough, porous, and admitting moisture—you

Ship Best . . .

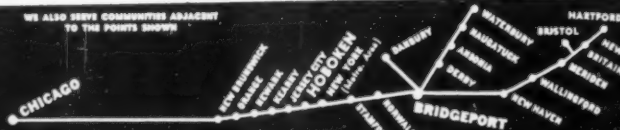
by MIDWEST

FREIGHT FORWARDING COMPANY, INC.

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Between Chicago and Eastern Seaboard Points



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Shipping Management - National Hi-Way Shipper

CLOSURES

run into another problem. Usually, with normal rub-down, gummed tape sticks easily to this type of surface. On occasion, though, a fuzzy-surfaced carton will hand you a king-sized headache.

Here's what to do: In order to secure fool-proof adhesion, the glue on your tape should be saturated with water. Make certain that there is no excess water on the glue surface.

If your taping machine has adjustable pressure and water level controls, you can set it simply and safely to apply exactly the quantity of water you need. By applying an added rub down pressure, the glue will move down through the container's nappy surface, into the solid paperboard underneath, and your problem is solved.

Specially designed weatherproof cartons—which certainly will be used extensively on the St. Lawrence Seaway—are generally sealed best with 90 lb. paper tape, a cloth adhesive, or a waterproof gummed tape. Remember that these heavy, rather stiff tapes require added moisture to condition their glue thoroughly and to make them flexible enough for folding and sealing corners.

One last tip, now. Here's a "do-it-yourself" pilferage-preventing seal that will prove especially valuable to distribution executives using the Seaway. Needed are cartons whose outside flaps meet at the center.

Place a strip of plywood—three inches wide and longer than the carton—lengthwise under the container's center seam. Dispense a strip of tape, long enough to extend about three inches beyond the carton at each end and apply half of the width to the underside of the farther flap. (Figure A.)

Next, bring the taped flap down against the plywood strip. Then press the nearer flap down on the exposed half of the moistened tape-strip and rub. (Figure B.) Turn up the ends of the tape-strip and seal on top of the flaps. (Figure C.)

As the last step, slide out your plywood strip and finish sealing your carton—secure in the knowledge that your "do-it-yourself", under-the-flap seal will prevent damage because the tape cannot be soaked off without visibly damaging your shipping container.

October, 1958

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**Trucking insurance at
rates competitive with direct writers**

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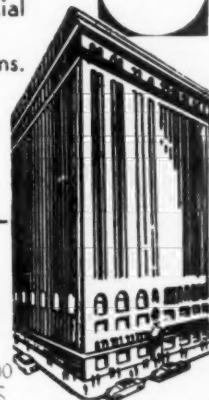
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MERGER MEANS MORE. This truck line now offers you direct through service in West, Midwest. Check 1.

FAST, SAFE DELIVERY with air freight. Let this airline get your take over your "on-time" worries and get your products to Europe fast. Check 2.

DAILY SERVICE between Chicago and Eastern Seaboard cities. This freight forwarder offers prompt pickup and delivery, refrigerator service, protective service. Check 3.

A PROTECTION, not just a wrapping. This asphalt coated and reinforced paper comes in extra-wide widths so there are less lapped joints on big jobs. Comes in three grades or made to order. Check 4.

200 POINTS in Southern California are served by this trucker. Check 5 and learn more.

SPEED AIR CARGO AND CLERICAL WORK with this airline. Less forms to fill out, simpler documentation. And there's no cargo problem too tough to handle. Check 6.

READY TO SOLVE the toughest traffic problem is this motor carrier. Check 7 for details.

HIGH SPEED, uninterrupted stitching with this brand of stitching wire. Smooth, frictionless flow. Comes in 5, 10, 25 and 50 pound coils. Check 8.

TERMINALS AND OFFICES in principal cities, long experience help this trucking company give speedy service and safe delivery. Want more information? Check 9.

PROTECTION for customers and products with this gummed tape. Nobody gets his finger cut on staples and the tape is usable right down to the core. Standard or reinforced. Check 10.

FLEXIBLE ROUTING, trouble-free shipping. The latest in highway go-how is the specialty of this carrier. Check 11 for details.

TRAFFIC COURSE at home compiled by 175 prominent traffic executives. For further details check 12.

SERVING THE EASTERN SEABOARD. Reliable, speedy, safe motor freight service. Check 13 for additional info.

AUTOMATIC STAPLING machine cuts costs, packs faster. Free literature on request. Check 14.

"JUST GOOD SERVICE" in Colorado, Nebraska, Iowa, Illinois. Fast, experienced truck line. Check 15.

CARTONS CAN'T TEAR or open in transit if you use this reinforced gummed sealing tape. Check 16 for info.

SERVING THE DESERT AREA OF CALIFORNIA, this carrier maintains fast, dependable schedules. Check 17.

ADDRESS SHIPMENTS THREE TIMES FASTER with this new method. You roll on the address like rolling a rubber stamp. Self-contained ink roller holds enough ink to stencil all day. Check 18 for info.

COORDINATED SERVICE in 20 Eastern, Southern states. One-carrier responsibility. Check 19.

AUTOMATIC TACKERS end snags and costly tie-ups in the shipping room caused by clumsy label tacking methods. Use a one-hand tacker for better, faster, easier fastening. Check 20.

EFFICIENT, FAST motor freight pickup and delivery account for the leadership of this motor freight carrier. For more details, check 21.

TRUCKING INSURANCE at rates competitive with direct writers. For detailed information, check 22.

FASTER, SAFER, MORE DEPENDABLE. Get one-carrier direct trucking service coast to coast. One-carrier responsibility from pickup to delivery. Check 23 for details to help you.

CUT STENCILS WITH AIR POWER. This new attachment features push-button, air-operation, takes the work out of stencil cutting. Fits any of this company's machines. Check 24.

GET DEPENDABLE, door-to-door service in 22 states and District of Columbia. Check 25 for details to speed your marketing.

TAPING PRODUCTION UP, taping costs down with this new gummed tape. With special new-formula glue, you get greater pliability, greater wet-ability. Check 26.

STORAGE, MOVING, PACKING, SHIPPING are expedited when this carrier is called. Want the facts? Check 27.

GET YOUR AIR FREIGHT to Europe, the Middle East and Africa faster with this line. Daily flights and automatic bookings. Never "standby" en-route. Check 28.

MIDWEST TO KNOXVILLE, Eastern Tennessee, Virginia and the Carolinas. Second morning delivery. Direct, through service. Check 29.

ENGINEERS, DESIGNERS, BUILDERS of terminals, industrial plants. Check 30 for details.

LET ONE DELIVERY, PICKUP DO THE JOB. Connecting line service on shipments to all states. Want the facts? Check 31.

MONEY-MAKING BACKBONES of leading carriers' fleets are the trucks made by this company. FREE info, check 32.

DAILY, CONSISTENT, DEPENDABLE motor freight service. Linking 20,000 business centers. Sound good? Check 33.

TRUCK TERMINALS, designed, erected, financed. Need help? This general contractor may have the answer. Check 34.

99.5% CLAIM-FREE SHIPMENTS. And 8 out of 10 claims settled in 30 days. It's done by staff transportation experts who prevent mistakes before they happen. Check 35.

COMBINE THE STRENGTH OF STEEL and the light weight and resilience of wood . . . for superstrong wirebound boxes. No matter what the weight or shape of your shipments, there's a container to do it. Check 36.

AMERICA'S MOST ADVANCED, complete diesel line. Check 37.

ELECTRICALLY HEATED WATER in this dial-taper machine softens tape glue for stronger, safer, neater packaging. Save time by dialing the length of tape you want. Check 38.

SIXTY YEARS OF EXPERIENCE in freight forwarding help this company give you the fastest service to both coasts. Cross-country offices. Check 39 for details.

THREE TIMES FASTER, three times stronger than other sealing methods, this gummed tape comes in three types for every need. Check 40.

INTERESTED in steel and steel products transport warehousing? Check 41.

NEW ARROWFLYTE SCHEDULE. Have your LTL shipments speed-treated. Check 42 for more info.

THREE-WAY glass reinforced gummed tape means 1/3 the time, 1/3 the tape. Free samples, check 43.

FREE BOOKLETS ON PACKING, SHIPPING. They tell you what to expect from wirebound boxes and how to save money using them; money-saving ideas in handling, warehousing, stacking; and how heavy loads handle easier in wire-bounds. Check 44.

LEASE-PURCHASE PLAN now available on this company's trailers. Use the program for time payment of new and used equipment, and for leasing of new and used trailers. Get all the details by checking 45.

END YOUR SHIPPING WORRIES. Fast deliveries; safe handling; full co-operation. Check 46 for details.

BIG, BOLD MARKS on any surface if you use this felt tip pen. Designed for heavy duty. Use with transparent marking inks or paint-like pigments in all colors, or most industrial solvents. Check 47.

EIGHT TERMINALS, 250 tractors, 280 semi-trailers—all geared to provide top-notch motor freight hauling. Check 48.

BREAK BOTTLENECKS in addressing multiple shipments by typing stencil on typewriter and then printing with special applicator directly on carton or label. FREE brochure, check 49.

RELIABLE, SPEEDY delivery service is the specialty of this motor carriers. For details, check 50.

SAVE MONEY AND TIME in labeling. Ungummed labels are economical, but glue pots are messy. Increase your efficiency with this handy machine that applies the right amount of glue to each label. Ten-day FREE trial. Check 51.

FAST SERVICE on LTL shipments and second morning deliveries, Great Lakes to Gulf. Check 52 for info.

CUT PARCEL MAILING COSTS with a postage meter. No calculating how many stamps you need. No licking and sticking. One stamp, one motion. Check 53.

ACCELERATED BUSINESS is promised by this motor carrier. Check 54.

DIRECT, DEPENDABLE, FAST. Motor freight service thru Tenn., Kv., Mo., Ga., Ala., and Ohio. Details, check 55.

"ON THE GO FOR MID-AMERICA" is this trucker's promise. Check 56 for speed.

FREE FROM PORT OF N.Y.—directories of air, truck, ship transportation facilities. Check 57.

PROTECT YOUR GOODS with a shock recorder. Check 58.

INTERLINE CLEARINGS service of this bank saves you time, money. Check 59.

ELIMINATE TRACING PROBLEMS with this carrier. Scheduled on line and off line. Check 60.

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Designers & Builders of Trucking
Terminals & Industrial Plants

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**"The man who says
it can't be done is
generally interrupted
by someone doing it."**

Elbert Hubbard

. . . Until you, yourself, experience the convenience of Central National's Interline Clearings service, you will never know how much work, time and money . . . postage and mailing you will save. Central National Bank mails, collects and follows all freight bills for you! Write today, come in, or phone MOnroe 6-8300.

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—AND BIG!**



Marsh Stencils assure safer, faster shipping. Write us for free booklet C-58.

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Your Rush-job Air Cargo Welcomed

**BOAC assures delivery
of U.S. freight
to major world markets
in 48 hours or less!**



The picture shows a "Rush" cargo of Salk Polio Vaccine being shipped out of the U.S. Urgent jobs like this are continually being rushed through by BOAC.

We are soliciting *your* air cargo business, and offer:—

Top Speed Delivery—World Wide: New Jet services enable us to assure delivery of U.S. merchandise to world markets within 48 hours.

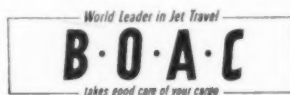
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Collection anywhere in the U.S. There are BOAC offices in the following cities in U.S. and Canada: New York, Boston, Chicago, Detroit, San Francisco,

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Montreal, Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Toronto, Vancouver, Winnipeg. Merchandise collected (import or export) anywhere in the U.S. and in major cities throughout the rest of the world.

For information about BOAC's world wide air cargo operation, consult your Cargo Agent...or write direct to:



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370 Fifth Avenue, New York 36. MU 7-8900

Traffic News

(Continued from page 14)

Air Commodore G. J. Powell to undertake a review of the organization and methods of BWIA in all departments and establishments . . . BOAC also announced **Leslie Hyland** will succeed **George Boughton** as sales manager, western routes. Mr. Boughton becomes chief executive of Kuwait Airways, associate of BOAC. New Jersey is **William J. Doherty** . . .

Trailmobile, Inc., announced the appointments of **John G. McManus**



J. G. McManus

to the national fleet sales staff, New York City, and **Edward C. Stromgren** to sales rep, Los Angeles . . . Signode Steel Strapping Co. elected **J. M. Moon** exec VP. Previously VP-sales, he will continue to direct selling activities . . .

Branch Motor Express Co. announced the appointment of **Sig A. Schneeberger** to the Philadelphia terminal. Company is building new terminal to serve the Philadelphia-Trenton-Camden areas . . . **Cothran C. Graves** named southeastern regional sales manager, Vulcan Steel Container Co. . . . TSA-Transcontinental, the Argentine airline which began service between N. Y. and South America last month, named **Don L. Urquhart** North American sales manager . . .

Hoover Motor Express Co. opened a new terminal at Jackson, Tenn. New dock facilities include the installation of the four-wheel cart system of handling freight and office facilities include direct telephone lines to all major Hoover offices . . . Irish Airlines appointed **Joseph F. O'Dowd** sales manager for New England.

shipping?

From the EAST COAST to the MIDWEST,
our NEW extended service will give you the
best, on the route of the relay.



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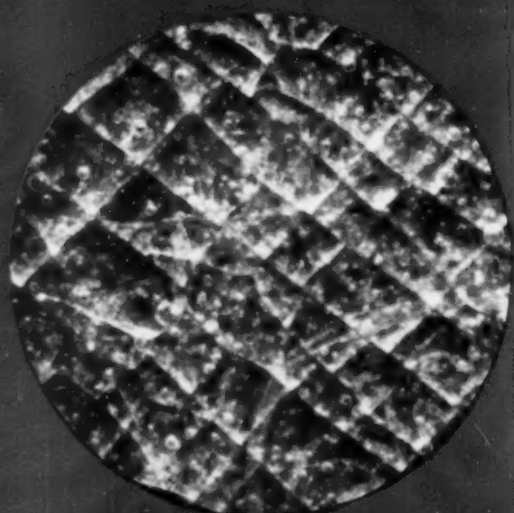


Taping Costs DOWN!

Taping Production UP!



with new FLASH-TITE[®] gummed tape



Photomicrograph of New FLASH-TITE enlarged 80 times.

SEND FOR FREE SAMPLE ROLL and prove how the new Flash-Tite keeps taping production UP, taping costs DOWN. Flash-Tite, Crown Zellerbach, 343 Sansome, San Francisco 18, California. Dept. F

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the tape that gives you the 2-WAY BONUS:

- Micro Pliability
- Flash Grab Glue Formula

You, too, can reduce costs in your shipping department, because new Flash-Tite makes taping easier, faster, more effective.

New Flash-Tite is diagonally broken to give you these plus benefits:

Greater Pliability—surface tension is so relaxed that new Flash-Tite lies flat, molds easily and quickly around corners. Tail end curl problems are eliminated... Flash-Tite is usable to the last inch.

Greater Wettability—the thousands of minute water channels, broken in the glue film (see photo at left) activate the glue more rapidly and completely. Better taping results.

New Flash-Tite Flash Grab Glue Formula means:

Faster Initial Tack—so that the rapid tapper can capitalize on his speed. Yet this new formula has retained Flash-Tite's traditional quality of staying sticky for a long period.

Yes, today, more than ever—to keep taping production up and taping costs down—it's Flash-Tite gummed tape!



CROWN ZELLERBACH



A NEW CONCEPT

OF MOTOR FREIGHT TRANSPORTATION



The relationship TIME has with its interline carriers represents an important new concept in transportation which is very important to you.

Why? Because TIME chooses the most reliable carrier serving each area beyond its own lines. Then, the management of TIME works closely with the management of the chosen carrier to

integrate every phase of two operations—equipment availability, adherence to the TIME schedule, tracing, billing, claims.

As a result, TIME does not trade freight. TIME accepts total responsibility for its interlines. Through close coordination, shipment after shipment is delivered *on Schedule* to principal cities in 35 states.

T.I.M.E.

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Foreign Port Report

(Continued from page 23)

of entry. Extremely well-equipped to handle variety of commodities, close sea-land links. Free storage time on imports of 3 days. Special gear for different types of in transit freight. Immediate delivery, low damage and pilferage rates.

Bremen, Germany—Fine equipment, coordinated sea-land transport. Pilferage rate a drawback, however. Shipments of canned goods, liquor, and tobacco products hardest hit.

Genoa, Italy—Conditions are excellent. Handling procedures and machinery modern and efficient, land transport directly from piers. No free storage time. Pilferage, damage rates high.

Naples, Italy—Situation poor at present, but being improved. Handling, labor force inadequate. Delays of up to 14 days in delivery of freight.

Amsterdam, Netherlands—First class port, improving steadily. Handling extremely efficient, labor force alert. Pilferage, damage negligible. Free storage of 3 days, immediate on-shore deliveries.

Buenos Aires, Argentina—Ship-to-shore links, free storage of 30 days. Adequate, though outdated, handling equipment. Deliveries made in about 3 weeks. Pilferage, damage rather heavy.

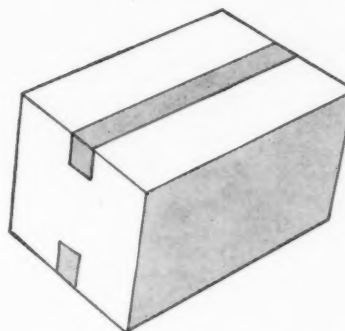
Rio De Janeiro, Brazil—Improving rapidly. New facilities, new equipment, new procedures. Storage time of 8 days, handling being mechanized. Delays in on-shore deliveries, however, still run as high as six weeks. Pilferage and damage rates extremely high.

Other ports, in brief: Havana, Cuba—Under normal circumstances, a fine port with coordinated ship-to-shore transport. At present, however, handlers refuse unit or palletized loads, use of mh equipment. Damage, pilferage heavy. Anti-Government sabotage a factor. Dublin, Eire—Up-to-the-minute. Modern procedures and facilities. Free storage time up to seven days. Pilferage of liquor and electrical equipment especially high. Belfast, Ireland—Effective ship-to-shore service. Free storage time of up to seven days. Pilferage, damage "under control."

Lisbon, Portugal—Well-equipped harbor. No free storage time. Delays of up to 10 weeks in deliveries to on-shore consignees. Pilferage, damage extremely heavy. Haifa, Israel—Conditions poor. Free storage of up to five days. Handling equipment and labor force a problem. Pilferage, damage high. Casablanca, North Africa—Free storage of 10 days. Improving handling facilities and techniques largely offset by soaring pilferage, damage rates. Algiers, Algeria—Improving steadily. Becoming more and more mechanized.

October, 1958

A quicker carton sealing method with **NEW** **STRES-PRUF**[®] triplex reinforced sealing tape



**Center Seam Sealing
takes only 1/3 the time
1/3 the tape**

Now, with diamond-pattern 3-way glass reinforcement, smoother glue surface and mirror slitting, Stres-Pruf non-asphaltic sealing tape gives quicker, more dependable 2-strip carton sealing.

Applied by hand, or fully automatic equipment, this strong, easy-to-apply tape is practically break proof in use.

The more uniform and smooth glue film adheres to irregular surfaces with a minimum of rubbing. Gumming is the famous Green Core *tack-timed balanced adhesion* formula, exclusive with Mid-States, that reaches tack quicker, holds usable tack longer, grabs instantly and grips permanently. Mirror slitting eliminates dust that tends to clog dispensing machines.



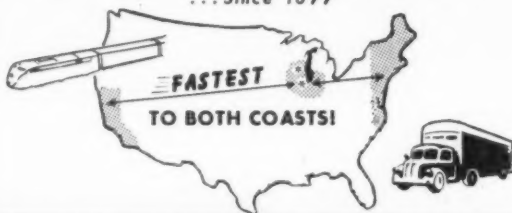
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D. R. Dominie's

LISTEN, MR. TRAFFIC MANAGER

Many concerns have problems evaluating the output of their shippers, particularly when size and type of orders vary from year to year and new products are continually added to the line. Although it is easy to get comparative costs from year to year on shipping an individual order and determining how long it takes, the objection raised by shippers is that the complexity of orders changes and that no comparison on a yearly basis is an honest appraisal of their work.

Let us assume that a company started years ago manufacturing two items. Each order then could consist of a maximum of two different items, but could vary in the number of items per order. New products were added each year which increased the complexities of shipping. Three years later our fictitious company makes twelve items. Obviously the complexity of packaging an order which may consist of twelve items is greater than with a two-item order, and any comparison is virtually impossible. Because the increase in number of products shipped usually means an increase in pieces shipped, there can be some tie-in between the two. However, this gives no tangible on which to judge performance.

To get a formula giving an indication of shipping efficiency, we tried to consider all things pertinent to the operation and arrive at a mathematical factor which would allow us to compare performance on a day-by-day basis.

We first decided that the number of orders processed daily meant nothing, because, as shown in the example above, the number of products definitely affects the order-processing time.

The number of pieces processed daily bore no relation to the work-load because in one day the orders might all call for pre-packed pieces which are easy to process, while on another day the orders might require

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ST. LOUIS

NEW 3 TIMES FASTER
3 TIMES STRONGER
THAN OTHER CLOSURE METHODS*

IN EVERY WAY
THE BEST CLOSURE
FOR YOUR BOX

BEST PERFORMANCE
AT LOW COST

2 STRIPS OF
REINFORCED
glas-seal
GUMMED TAPE
A Rexford Product to Refuse

REDCORE-O

SAFE SEAL
GUMMED TAPE

* BASED ON TEST BY INDEPENDENT LABORATORY. RESULTS ON REQUEST.

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Under this heading classified advertisements are accepted at the uniform rate of 25 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$5.00. Address all communications to Classified Department, SHIPPING MANAGEMENT, 425 Fourth Avenue, New York 16, N. Y.

SITUATION WANTED

PERSONNEL MANAGER—15 years in top level industrial relations. Expert union contract negotiations. Multi-Plant. Thoroughly familiar with unions in aluminum industry. Originate personnel planning and policies. Sales training and incentives. Box 466, SHIPPING MANAGEMENT & NATIONAL HI-WAY SHIPPER, 425 Fourth Ave., New York 16, N. Y.

shippers to package cartons themselves. Also, if we tried to break down orders by carrier, such as parcel post vs. truck, we would become involved in a lengthy series of calculations.

The only sure way was to consider all factors involved in a day's work load. We arrived at a method whereby we kept a daily tally of the number of truck orders processed from the bulk station, the number of truck pieces shipped, the number of truck orders processed by special packaging, the number of parcel post orders processed, the number of parcel post pieces processed, and the number of special orders processed.

Regardless of their category, we simply added all these figures and arrived at a total. In effect, we made something of a mathematical stew. We then took the total number of man-hours required to process this "stew" and divided that figure into the "stew" figure, which gave us a "factor." On the first day we used this formula our factor came to .035. This, in itself, meant nothing, but it did give us an indication of the rate of speed for processing a total workload. By continuing this process on a day-by-day basis we were able to establish an average factor which was then considered normal.

Our next step was to evaluate the output per man-hour in each operation. Where our shipping operations are done on an assembly line, we arrived at a figure of man-hours per piece on parcel post, man-hours per order on truck orders and so on. Through this study we were able to establish a "factor" for each operation. By proportioning each operation to the whole, we arrived at a total overall factor to compare with the one we had devised by actual operations.

We found that the methods study indicated a normal factor of .029 as against the actual operation factor of .035, indicating that our output was lower than it should be. Our methods men then went to work to determine why actual output was not consistent with their findings. Many inconsistencies in the way shippers worked were turned up and within a relatively short time we had the actual operational factor close to that determined by the methods men.

We now keep an operation factor for each day, and along with it each shipping supervisor maintains a log outlining the problems encountered that day. With these tools, we can not only establish a standard for normal operation, but can also increase productivity as time goes on. Once established, this factor can be related to cost. We also feel that the addition of new products and heavier shipments to dealers will show up in the "stew," providing us with a long-range, consistent cost and output factor for measuring our shipping efficiency.



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ideas on packing, shipping,
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Four idea booklets, complete information, show how you can save cost in packing, handling, stacking, shipping and bulk handling.

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2. "Materials Handling, Warehousing and Stacking" is a digest of money-saving methods.
3. "Heavy Loads" explains how extra-heavy shipments handle easier in Wirebounds.
4. "Pallet Boxes" shows how to handle items in bulk safely, at low cost.

Write on your letterhead for the booklet or booklets that interest you!

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**Wirebound
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In only 4 busy months thousands of Arrowflyte "speed-treated" shipments have been delivered on schedule. Where you have urgent delivery dates, rely on Navajo Arrowflyte service.



LOOK FOR THE

BLUE-EYED INDIAN

CHECK THESE FAST SCHEDULES!



4th Day	LOS ANGELES OAKLAND SAN FRANCISCO	CHICAGO DALLAS OMAHA
3rd Day	LOS ANGELES OAKLAND SAN FRANCISCO	KANSAS CITY WICHITA DENVER
2nd Day	LOS ANGELES OAKLAND SAN FRANCISCO	ALBUQUERQUE AMARILLO
6th Day	LOS ANGELES OAKLAND SAN FRANCISCO	NEW YORK CITY*

Weekends excluded

*Interlined with Strickland Transportation Co.

When you use ARROWFLYTE here's what happens:

Special Executive supervision insures strictness to schedules.	Extra pickup and delivery trucks insure prompt terminal handling of all shipments.	Monitor-Master control assures consistency of performance.
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NAVAJO FREIGHT LINES, INC.

National Headquarters

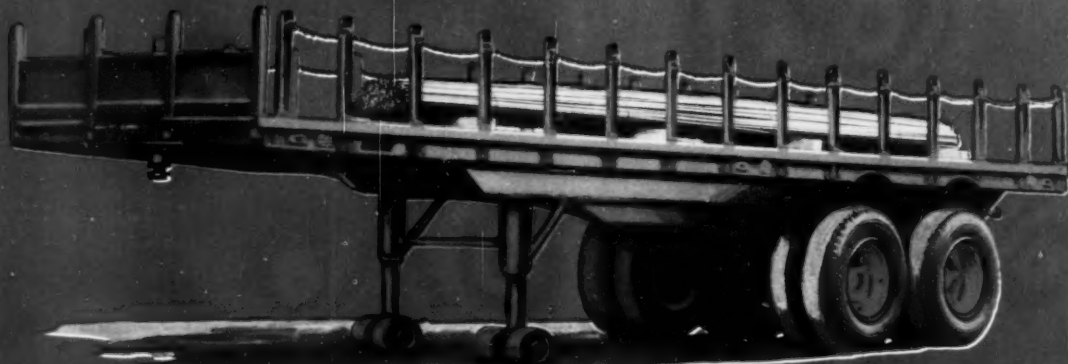
1205 SO. PLATTE RIVER DRIVE, DENVER, COLO.

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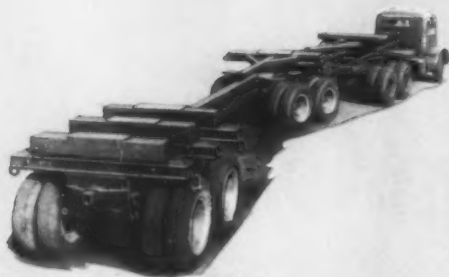
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VIRGINIA 7-1160**



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COIL

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WHEN YOU WANT
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TRAILER.**

LONG LIFE

Plus

**... BARTLETT'S
LOW DOWN TIME**

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WITH *THE BARTLETT*
NO MAINTENANCE TANDEM**

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When needed, WITHOUT FAILURES

5 Stages of SPRINGS for Varying Loads

Bartlett

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bringing you local service,
system strength

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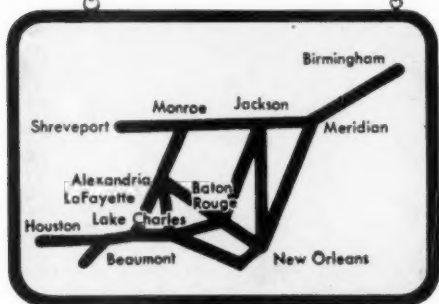
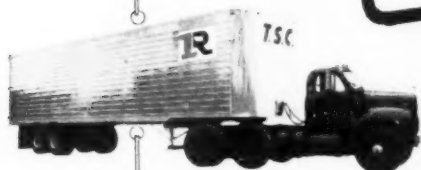
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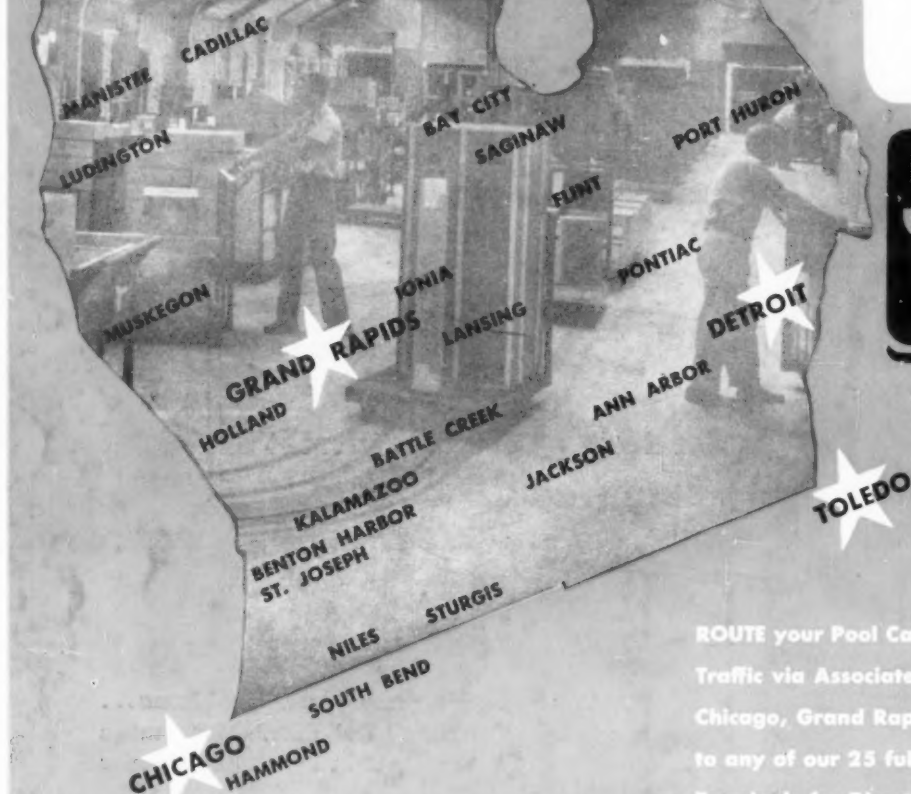
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